

Retail MarketPlace Profile

Morris County, NJ 6
Morris County, NJ (34027)
Geography: County

Prepared by MCEDC

Summary Demographics

2017 Population	505,067
2017 Households	184,151
2017 Median Disposable Income	\$73,477
2017 Per Capita Income	\$53,195

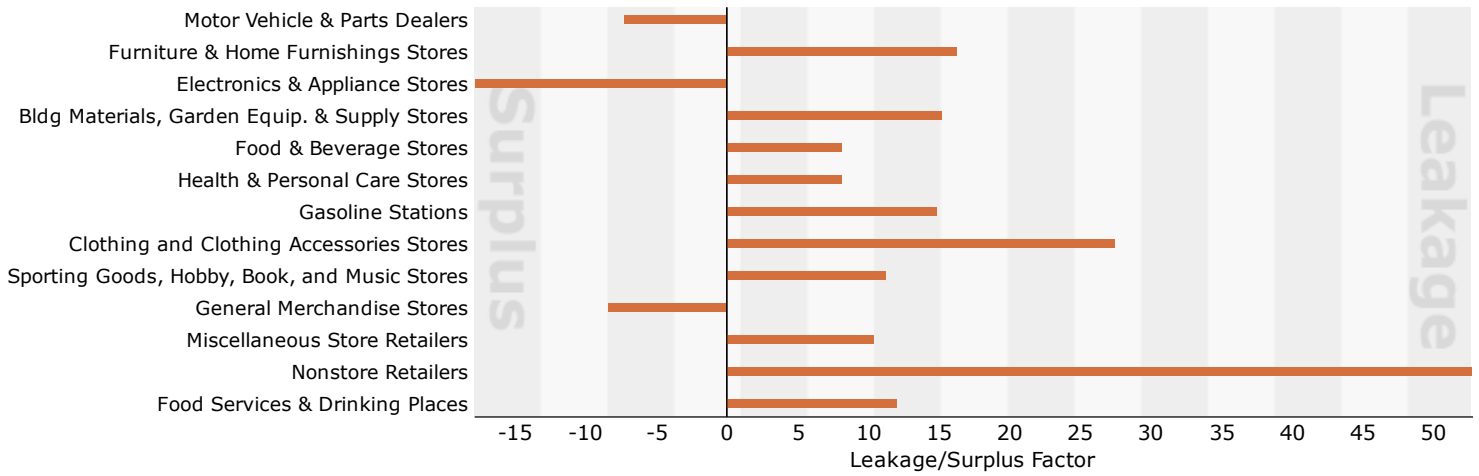
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$11,646,626,418	\$10,638,620,378	\$1,008,006,040	4.5	4,435
Total Retail Trade	44-45	\$10,497,955,001	\$9,738,558,482	\$759,396,519	3.8	2,980
Total Food & Drink	722	\$1,148,671,417	\$900,061,896	\$248,609,521	12.1	1,455

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$2,120,019,474	\$2,456,244,871	-\$336,225,397	-7.3	298
Automobile Dealers	4411	\$1,754,446,749	\$2,200,913,271	-\$446,466,522	-11.3	145
Other Motor Vehicle Dealers	4412	\$177,357,230	\$91,119,698	\$86,237,532	32.1	41
Auto Parts, Accessories & Tire Stores	4413	\$188,215,495	\$164,211,902	\$24,003,593	6.8	112
Furniture & Home Furnishings Stores	442	\$431,918,001	\$310,446,388	\$121,471,613	16.4	186
Furniture Stores	4421	\$217,356,821	\$133,580,650	\$83,776,171	23.9	78
Home Furnishings Stores	4422	\$214,561,180	\$176,865,738	\$37,695,442	9.6	108
Electronics & Appliance Stores	443	\$417,941,493	\$600,765,944	-\$182,824,451	-17.9	199
Bldg Materials, Garden Equip. & Supply Stores	444	\$690,448,311	\$507,723,537	\$182,724,774	15.3	283
Bldg Material & Supplies Dealers	4441	\$629,068,876	\$455,691,611	\$173,377,265	16.0	217
Lawn & Garden Equip & Supply Stores	4442	\$61,379,435	\$52,031,926	\$9,347,509	8.2	66
Food & Beverage Stores	445	\$1,841,514,007	\$1,561,522,435	\$279,991,572	8.2	321
Grocery Stores	4451	\$1,533,443,339	\$1,348,783,832	\$184,659,507	6.4	162
Specialty Food Stores	4452	\$80,770,428	\$57,387,381	\$23,383,047	16.9	76
Beer, Wine & Liquor Stores	4453	\$227,300,240	\$155,351,222	\$71,949,018	18.8	83
Health & Personal Care Stores	446,4461	\$748,580,057	\$634,858,672	\$113,721,385	8.2	276
Gasoline Stations	447,4471	\$958,906,268	\$710,226,252	\$248,680,016	14.9	167
Clothing & Clothing Accessories Stores	448	\$810,261,767	\$461,232,715	\$349,029,052	27.5	364
Clothing Stores	4481	\$564,434,761	\$349,257,332	\$215,177,429	23.6	240
Shoe Stores	4482	\$100,857,200	\$27,024,558	\$73,832,642	57.7	27
Jewelry, Luggage & Leather Goods Stores	4483	\$144,969,806	\$84,950,825	\$60,018,981	26.1	97
Sporting Goods, Hobby, Book & Music Stores	451	\$329,516,455	\$262,415,450	\$67,101,005	11.3	204
Sporting Goods/Hobby/Musical Instr Stores	4511	\$282,218,361	\$235,877,723	\$46,340,638	8.9	173
Book, Periodical & Music Stores	4512	\$47,298,094	\$26,537,727	\$20,760,367	28.1	31
General Merchandise Stores	452	\$1,560,076,938	\$1,849,094,191	-\$289,017,253	-8.5	135
Department Stores Excluding Leased Depts.	4521	\$954,443,674	\$1,085,462,651	-\$131,018,977	-6.4	52
Other General Merchandise Stores	4529	\$605,633,264	\$763,631,540	-\$157,998,276	-11.5	83
Miscellaneous Store Retailers	453	\$403,190,405	\$326,674,799	\$76,515,606	10.5	469
Florists	4531	\$31,856,078	\$34,264,566	-\$2,408,488	-3.6	79
Office Supplies, Stationery & Gift Stores	4532	\$112,436,664	\$138,979,178	-\$26,542,514	-10.6	118
Used Merchandise Stores	4533	\$25,908,369	\$20,952,188	\$4,956,181	10.6	72
Other Miscellaneous Store Retailers	4539	\$232,989,294	\$132,478,867	\$100,510,427	27.5	200
Nonstore Retailers	454	\$185,581,825	\$57,353,228	\$128,228,597	52.8	78
Electronic Shopping & Mail-Order Houses	4541	\$128,882,448	\$36,219,786	\$92,662,662	56.1	29
Vending Machine Operators	4542	\$7,958,022	\$7,921,280	\$36,742	0.2	13
Direct Selling Establishments	4543	\$48,741,355	\$13,212,162	\$35,529,193	57.3	36
Food Services & Drinking Places	722	\$1,148,671,417	\$900,061,896	\$248,609,521	12.1	1,455
Special Food Services	7223	\$30,457,418	\$56,933,625	-\$26,476,207	-30.3	86
Drinking Places - Alcoholic Beverages	7224	\$33,775,818	\$21,711,162	\$12,064,656	21.7	48
Restaurants/Other Eating Places	7225	\$1,084,438,181	\$821,417,109	\$263,021,072	13.8	1,321

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

