

City of
Millville
New Jersey



An
Economic Assessment
of the City of
Millville, New Jersey

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Prepared by:
The Millville Urban Redevelopment Corporation

Submitted to:
The New Jersey
Department of Environmental Protection
501 East State Street
P.O. Box 402
Trenton, NJ 08625-0402

Facilitated By:



1301 W. Forest Grove Rd.
Vineland, N. 08360

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Economic Analysis



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TAB 1

An Economic Assessment Of the City of Millville, New Jersey

Prepared by
The Millville Urban Development Corporation

For Presentation to
The New Jersey Department of Environmental Protection

As part of the City's Request for the
Return of State-purchased Land in the South Millville Industrial Park



City of Millville, New Jersey

ECONOMIC ANALYSIS

Measuring and Documenting Economic Distress

INTRODUCTION

Millville, New Jersey is located in central Cumberland County in the southern-most part of the State. It is a community with a long and proud heritage in glass-making, food processing, manufacturing, and maritime trades.

In the 1970s and 80s, as many of the traditional manufacturing industries left the City and County, Millville fell on very hard times. As a relatively isolated community, it was difficult to entice new firms to locate there. There was no major highway access, no passenger rail connection, and only modest bus service.

The economy of the City and region began to turn around with the advent of gaming in Atlantic City. More than 2,500 County residents, many of them from Millville, accepted jobs with the casinos. The City, through the expansion of its industrial parks, Urban Enterprise Zone designation, Federal Empowerment Zone status, and aggressive marketing began the slow process of rebuilding its manufacturing base.

With the completion of Route 55 in the fall of 1989, access to the City was enhanced. Commuters, as well as goods and services, now had a four-lane highway connection to the greater Philadelphia region, reducing driving time to less than 45 minutes. The available public water, sewer, and other industrial services coupled with affordable land made Millville an attractive location for new business. City officials made great strides in capitalizing on these assets and reinventing the downtown as an arts and tourism destination.

With a successful Arts District, a recently opened motorsports park, new investments by large-scale retailers, a reinvigorated city center, and a blossoming waterfront, the City was poised to accommodate new growth and realize unprecedented opportunities. Then, the recession hit.

The severe economic downturn of 2008 impacted the City severely. Communities in southern New Jersey such as Millville are often the first ones to feel the effects of a



The City of Millville has a long tradition as an industrial and manufacturing center, which fell on hard times as the glass industry and other industries declined.

recession and the last ones to recover. Millville was no exception.

Despite the many successes and accomplishments that the City can point to, its economy remains in recession. There are many areas of the City and the surrounding region that show very significant levels of economic distress and dislocation.

OVERVIEW OF THE REPORT

This report is being prepared to justify the return of property formerly belonging to Durand Glass and located at (Block 578, Lot 19; See Map 1). The property was acquired by the New Jersey DEP despite its prime location in the South Millville Industrial Park as a fully developable site and one having a complete array of water, sewer and City services available.

Content

In the course of seeking a redress of State actions, the New Jersey DEP has requested an Economic Analysis from the City that documents the current level of economic distress. This report provides that analysis.

It is broken into three sections. This section provides an introduction and an executive summary of the findings.

The Second Section offers a detailed economic inventory, including a look at the economy, demographics, and current conditions and trends. Section Three then provides a vision for the Durand property, and a summary and rationale for the reinstatement of the property as a developable site.

EXECUTIVE SUMMMARY

The former Durand Glass property, an approximately 80 acre parcel of land, located in the South Millville Industrial Park, was recently acquired by the New Jersey Department of Environmental Protection, Green Acres Program. The City of Millville and Cumberland County governments protested this acquisition indicating that they had not been consulted and that the purchase would eliminate an opportunity for needed industrial development and economic growth.

This report focuses principally on the economic conditions and trends in the City and examines the importance of the Durand property in helping to reverse those trends and

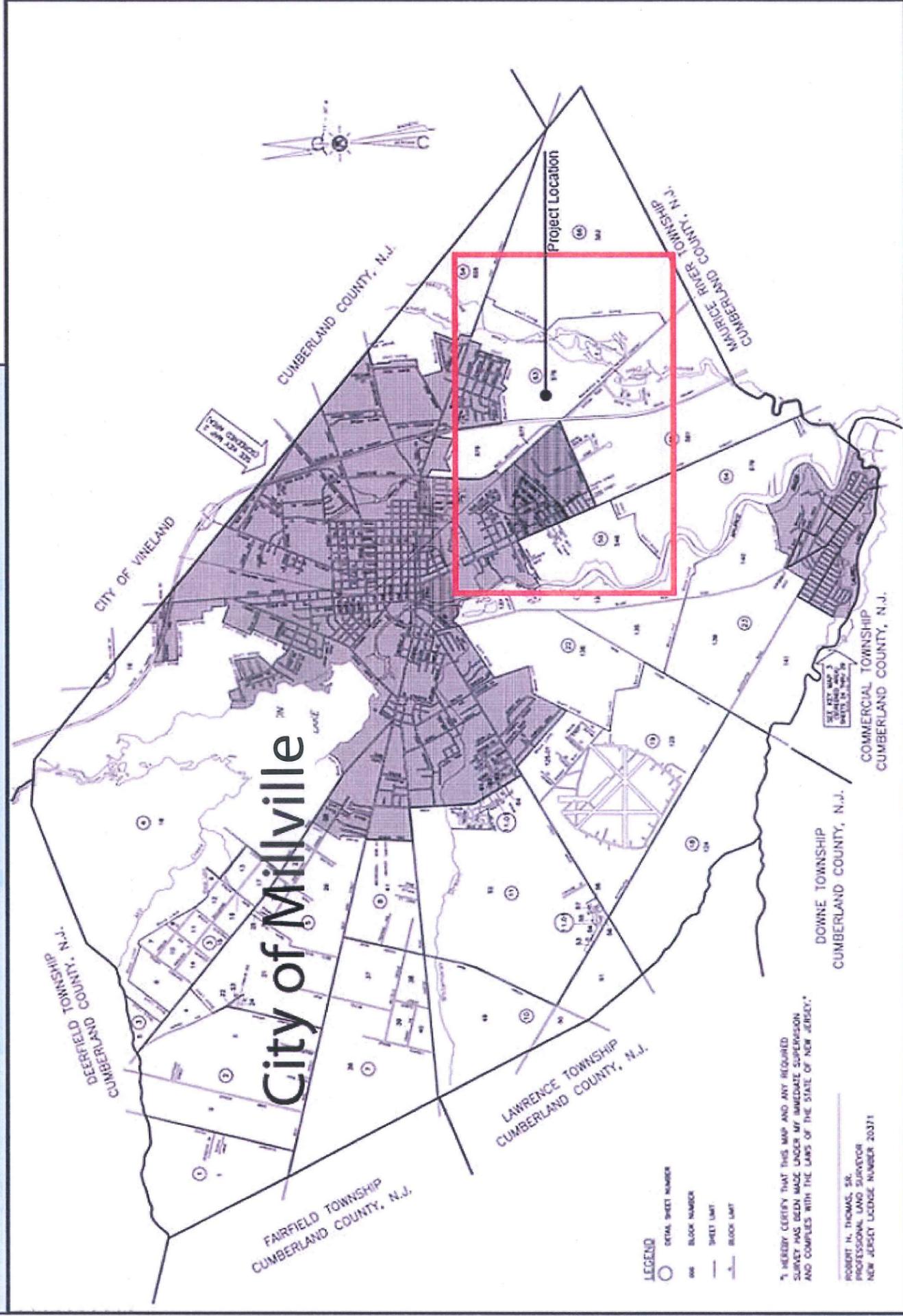
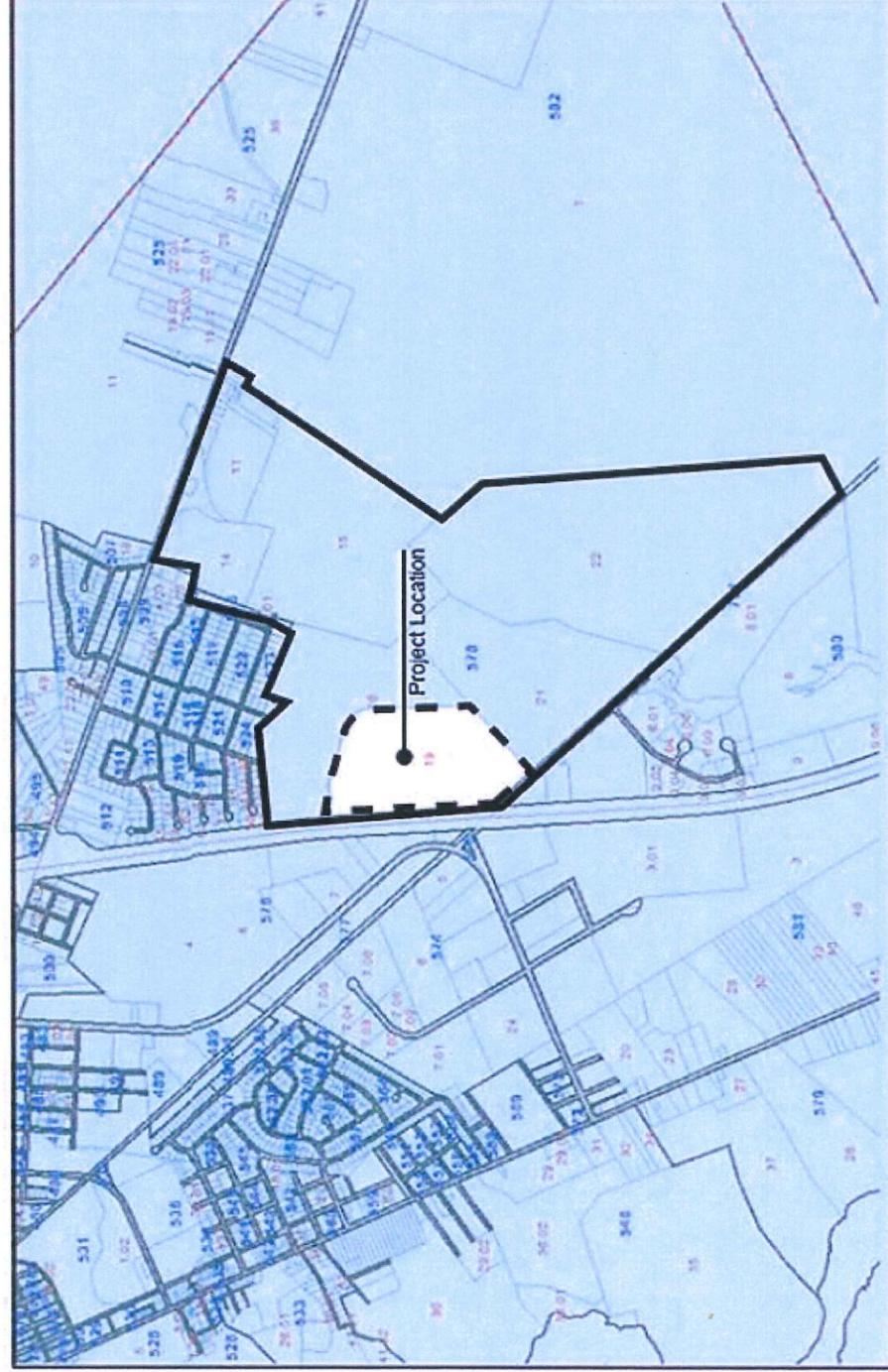
This report is presented to the New Jersey Department of Environmental Protection to document the level of economic distress in Millville and to justify the return of the Durand Glass property to City ownership.

This report is broken into three sections and provides a comprehensive overview of the City's economic characteristics and trends.

Map 1: Site Location

Millville, NJ

Block 578, Lot 19



enhance the potential for economic expansion. The principal findings of the report are as follows:

Principal Findings

- The City of Millville is one of the most economically distressed municipalities in the State. The NJ DCA's 1996 Municipal Distress Index placed Millville as New Jersey's 33rd most distressed municipality. In a 2008 report intended to update that Index for all 566 municipalities statewide, the Pinelands Commission placed Millville as the 19th most distressed of those communities.
- Millville's 2012 median household income is only 69% that of New Jersey's and lower than that of Cumberland County, which is typically identified as one of the State's most economically distressed counties.
- 14% of Millville families live below the poverty line – a rate almost twice that of New Jersey.
- Millville's employment base is still heavily reliant on manufacturing. 22.1% of all the jobs in the City are in manufacturing – a rate almost two and a half times that of the State. Manufacturing employment locally and nationally is just starting to recover from the recession.
- Millville's income and poverty statistics are substantially lower than the State's, meaning that post-recessionary expansion locally has not kept pace with the rest of New Jersey. This is despite some solid investments in downtown redevelopment and commercial growth; an expansion of the municipal ratable base from \$700 million to \$1.8 billion; and a \$10 million dollar budget surplus moving into 2014. Clearly, the economy in southern New Jersey remains in recession.
- Educational attainment and job readiness in Millville also lags well behind the State. Only 14% of Millville working age residents have a college degree or better. This is just a fraction of the State figure of 35%.
- Millville has a higher percentage of its workforce employed in manufacturing and retail trade, sectors of the economy that typically offer lower wages and semi-skilled jobs.
- The professional and technology related sectors of the economy represent a much lower percentage of the City's



When compared to the State, almost twice the percentage of Millville families lives below the poverty level.

Levels of unemployment, educational attainment, poverty, and median income in Millville all fall short of State and National averages.

economic base than they do statewide. This fact depresses average wage rates and limits the City's ability to attract higher paying jobs.

- The City's unemployment rate averaged over 14% in 2012, a rate more than 4 percentage points higher than the national average at the height of "The Great Recession." The October 2013 unemployment rate of 11.6% is still higher than the national rate at the height of the downturn, and significantly greater than the State average.
- Portions of the City were designated for inclusion in the New Jersey Urban Enterprise Zone Program and the U.S. Department of Housing & Urban Development's Empowerment Zone Program. These two designations are aimed clearly at communities exhibiting significant economic distress.
- With more than 25% of its land base permanently protected or restricted, and substantially more already developed for residential and commercial purposes, the South Millville Industrial Park, (the site of the Durand property), is one of the few locations in the City where new industrial growth can be accommodated.
- The 2001 New Jersey State Plan and the negotiated 2007 Cross-Acceptance Map both identify the site of the former Durand property as part of State "Planning Area 2" or the "Suburban Planning Area;" a designation intended to accommodate future growth and development.
- The focus on Industrial Clusters stemming from the most recent draft of the State Plan, also show this area of Millville with a substantial number of compatible industries and businesses.
- City planning and zoning designates the former Durand tract as "industrial" and has always envisioned the property being developed as part of the South Millville Industrial Park.
- Clearly, the City of Millville by anyone's measure remains a distressed New Jersey municipality. With an economy still in recession and with unemployment, median incomes, and poverty rates all far worse than State and National averages, Millville must provide for good, responsible industrial growth and development.



With more than 25% of its land base permanently protected and conserved, the need for available industrial land in the City is paramount.

Section 2

ECONOMIC ANALYSIS

An Overview of Current Trends and Characteristics

History and Culture

*Down in Southern New Jersey
They make glass. By day and by night
The fires burn on in Millville
And bid the sand let in the light.*

"In Reckless Ecstasy," by Carl Sandburg

The City of Millville was founded in 1795 by Captain Joseph Buck, a Revolutionary War veteran who laid out plans for the town. By 1803, there were 20 homes in the new settlement which quickly began to develop around the glass industry. The first glass plant was founded in 1806.

With the arrival of the railroad in 1859, the City's resource-based economy began to flourish. Cotton mills, raw materials, glass products, food commodities and other goods were shipped by rail or water from Millville to markets throughout the region.

The City was officially incorporated in 1866. T.C. Wheaton began a glass factory later in 1888 which became internationally renowned. Other glass plants followed and continued to flourish well into the late twentieth century when competition from abroad and changing consumer demands for plastics and alternative container products significantly diminished this industry.

Another influential factor in Millville's history and heritage was its location as an Army Airfield during the Second World War. Millville was home to home to training for the P-40 Warhawks and P-47 Thunderbolts. The airfield now serves as a large regional airport, industrial park, and site of the New Jersey Motorsports complex.

Location and Regional Context

Prior to 1989, there was no four lane highway serving the City of Millville. In addition, the rail freight network was undergoing significant rehabilitation by the Winchester & Western Railroad from the disastrous days of Conrail neglect and abandonment. In short, while the City's geography placed it in close proximity to Philadelphia, Wilmington and other regional markets, there was no easy way to get there.



There are still many remnants of the City's once thriving glass industry.

Prior to 1989, there was no four lane highway that provided access to the City. This severely constrained Millville's development potential.

As can be seen from this table, Millville’s income and poverty levels are worse than any of the compared jurisdictions. When measured against New Jersey’s figures, the differences are particularly stark. Millville’s median household income is only 69% that of the State’s. The City’s poverty rate is almost double that of New Jersey. These statistics dramatically demonstrate the level of distress facing the City and its population.

When compared to the rest of the State, the relative levels of income and poverty in Millville have actually worsened over the past 20 years.

These figures are dramatized further when examined over time. Table 2 makes these comparisons.

**Table 2
Income and Poverty Rates over Time**

Indicator	1990			2000			2012		
	City	NJ	Diff.	City	NJ	Diff.	City	NJ	Diff.
% Poverty	11.7	7.7	1.5	13.7	8.3	1.6	14.0	7.4	1.9
Median Income	\$31,263	\$40,927	76.4	\$40,430	\$55,083	73.4	\$46,191	\$66,950	69.0

Source: ESRI, 2012 Estimates; US Bureau of the Census and American Fact Finder

As can be seen from this table the City’s 2012 income and poverty statistics are significantly different from those of the State. From these numbers it is clear that Millville’s economy remains deeply recessionary. Median household income and poverty rates remain well behind those of the State and also lag behind Cumberland County.

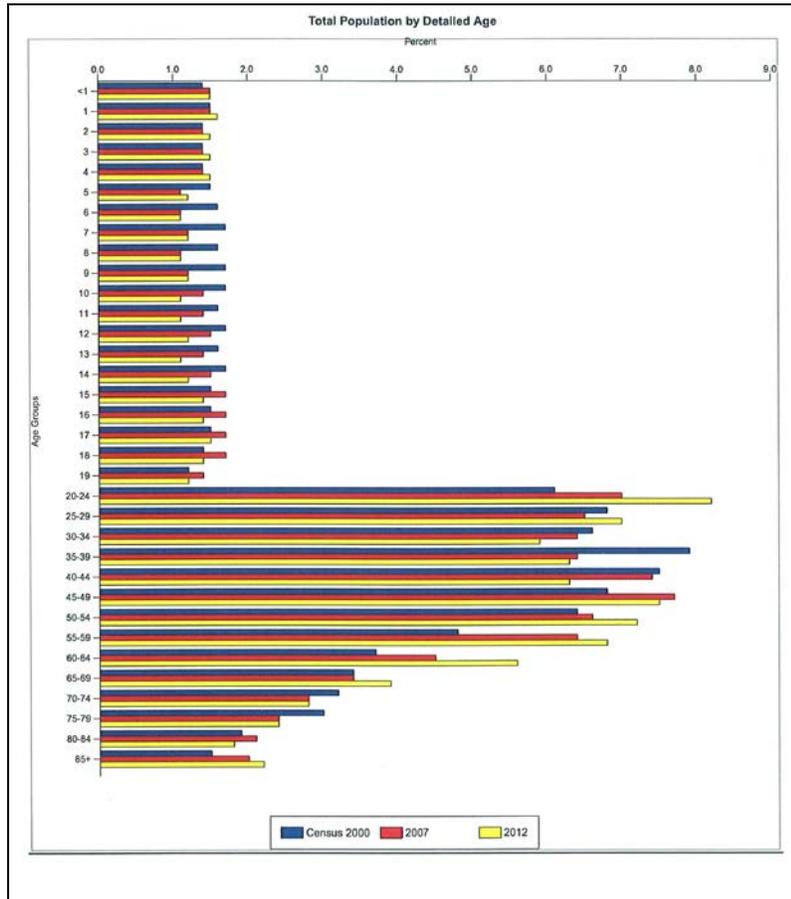
From an examination of the most basic and fundamental economic measures of the City’s population it is clear that Millville lags far behind the level of prosperity enjoyed by the rest of the State. These dramatic differences are borne out by other measures of relative wealth and economic conditions.

Population data also point to an estimated rise in the number of Millville residents 50 years of age and older. In 2000, this population represented 7,464 persons. By 2012, it is estimated at 9,656 persons – an increase of almost 30%. Furthermore, the numbers of young adults is anticipated to increase during the same time period. Figure 1 on the following page illustrates these changes. As can be seen from this figure, there is significant growth anticipated in the young adult populations (20-29) and the older adult populations (50-69). These income groups – particularly in the present economy – are among the lowest income earners in the population.



Boarded up homes and abandoned properties dot portions of Millville’s Center City Neighborhoods.

Figure 1
Total Population by Age, 2000-2012



Demographic forecasts show a significant increase in the City's young adults and retirement age residents. These are typically income cohorts with the lowest household incomes.

Source: ESRI

According to the latest estimates from the U.S. Bureau of the Census, American Fact Finder, educational attainment also falls well behind the State. Only 81.7% of Millville residents 25 years and older had high school degrees or better. This is well behind the New Jersey figure of 87.9%. Only 14.4% of residents had a college degree compared with 35.4% for the State – an even more relevant and dramatic difference. This is due in great measure to the City's history as a mill town. Glass laborers and textile workers did not need high school degrees.

Educational attainment in Millville is well under State averages. This fact handicaps the City's ability to attract and retain those companies seeking a more sophisticated and well-trained workforce.

The needs of employers are changing as the economy diversifies and as workforce skills change. The need for workforce training and education remain critical issues in Millville if the City is to reverse its situation relative to the State and be positioned to attract a broader range of employers. These workforce needs are reflected in the composition of the labor force.

As can be seen in Table 3, Millville’s working age population is employed primarily in the lower skilled, lower wage sectors of the economy.

**Table 3
Composition of the Labor Force, 2010**

Employment Sector	% of Labor Force
Agriculture/Mining	0.8
Construction	5.7
Manufacturing	12.0
Wholesale Trade	1.9
Retail Trade	13.1
Transportation/Utilities	4.4
Information	0.7
Finance, Insurance, Real Estate	5.0
Services	48.2
Public Administration	8.2
TOTAL	100.0

Source: U.S. Bureau of the Census, ACS, 2010

Almost 80% of the City’s working age population 16 years and older, was employed in blue collar or service related jobs.

Of the working age population employed in the various sectors noted above, almost 80% were employed in sectors of the economy such as construction, manufacturing, retail trade and services, where there is a preponderance of blue collar and semi-skilled or unskilled jobs.

Annualized unemployment rates obtained from the New Jersey Department of Labor for Millville, relative to Cumberland County, New Jersey and the United States are shown below.

**Table 4
Comparative Unemployment Rates**

Jurisdiction	Unemployment Rates	
	2012 Average	October 2013
Millville	14.3%	11.6%
Cumberland County	14.1%	11.6%
New Jersey	9.5%	8.4%
United States	8.1%	7.3%

Source: NJ Department of Labor and U.S. Bureau of Labor Statistics

Millville today has a worse unemployment rate than the Nation – even when the National Average was measured at the height of “The Great Recession.”

The most recent unemployment rate for the City, obtained from the New Jersey Department of Labor & Workforce Development shows a figure 38% greater than the State average and 59% greater than the national average. Even the worst national unemployment rate, at the height of the “Great Recession” in October 2009, was lower by 1.6% than Millville’s unemployment rate today.

Economic Characteristics and Trends

The previous pages of this report have examined the characteristics of the population and some general demographics of the community. The following analysis will examine the composition of Millville’s economic base as it relates to the region and State.

Table 5 takes an initial look at the City’s economic base. As can be seen from the table, the manufacturing, retail and service sectors dominate the City economy.

**Table 5
Business and Employment Profile by SIC Code, 2012**

Industry Sector	# Businesses	# Jobs
Agriculture & Mining	30	82
Construction	123	426
Manufacturing	63	2,156
Transportation	44	409
Communication	10	105
Utility	3	88
Wholesale Trade	46	318
Retail Trade	216	2,324
Finance, Insurance, Real Estate	62	647
Services	516	3,479
Government	9	197
TOTAL	1,122	10,231

Source: ESRI 2012

Millville’s economic base is dominated by three industry sectors – manufacturing, retail trade, and services. When compared with the State, the service sector does not have the high paying service jobs in the professional and technology businesses that allow the community to keep pace with New Jersey as a whole.

The following table makes some interesting comparisons to the State’s economy. This comparison is made to demonstrate the significant differences in the economic composition of the two economies.

**Table 6
Comparison of the New Jersey and Millville Employment Bases**

Industry Sector	% of Workforce		% Difference
	NJ	Millville	
Agriculture & Mining	1.2	0.8	-0.4
Construction	5.3	4.2	-1.1
Manufacturing	8.8	21.1	+12.3
Transportation	4.4	4.0	-0.4
Communication	1.2	1.0	-0.2
Utility	0.6	0.9	+0.3
Wholesale Trade	5.4	3.1	-2.3
Retail Trade	15.8	22.7	+6.9
Finance, Insurance, Real Estate	6.3	6.3	0.0
Services	44.6	34.0	-10.6
Government	6.3	1.9	-4.4

Source: ESRI, 2012

As can be seen in Table 6, there are stark differences in the two employment bases in three industry sectors: manufacturing, retail trade and services. The difference in the percentage share of the manufacturing base has already been explained by Millville's long history in the glass, food processing and textile industries. In the retail sector, not only does Millville's employment base represent a much larger share of total employment than it does at the State level, but a much larger share of retail employment in Millville is centered on General Merchandise. 26.5% of the City's retail employment is in the General Merchandise sector, where only 14.4% of the State's retail employment is in that sector. This sector encompasses the large retailers such as Walmart, K-Mart, Target and other national chains. Wages in both the manufacturing and retail sectors is generally lower than those of most other sectors according to the NJ Department of Labor & Workforce Development. The average manufacturing wage is \$24.80/hour and the average retail wage is \$15.10/hour according to the Department's most recent statewide report.



Many of the employment opportunities that have opened in Millville have been in the retail sector, which often provides part-time employment and relatively low wages.

Differences in the service sector are particularly significant when a breakdown of that sector's employment is provided. Table 7 provides that breakdown.

**Table 7
Breakdown and Comparison of the Service Sectors**

Service Sector Breakdown	% of Workforce		% Difference
	NJ	Millville	
Professional, Scientific, Tech	17.5	6.0	-11.5
Legal	2.9	2.2	-0.7
Management	1.0	0.0	-1.0
Administrative	15.0	7.3	-7.7
Educational	16.5	23.3	+6.8
Health Care & Social Assistance	23.2	32.8	+9.6
Arts, Entertainment, Recreation	2.6	2.7	+0.1
Accommodation	2.5	1.0	-1.5
Food Service	7.6	11.3	+3.7
Other Services	11.2	13.4	+2.2
TOTALS	100.0	100.0	----

Source: ESRI, 2012

New Jersey has an estimated 277,600 individuals employed professional, scientific and technical services. Only about 388 of these employees work in Millville. That figure represents 0.1% of the State's professional workforce!

The largest gap in this comparison is in the area of professional, scientific and technical services. This is one of the highest paying service sectors and one where the central and northern regions of the State have considerably more jobs than does Millville or southern New Jersey. The NJ Department of Labor & Workforce Development indicates that the average hourly wage rate across this sector is \$37.60 statewide. New Jersey has an estimated 277,600 employees

in this sector. Cumberland County has only 960 of those employees or 0.3% of the State total. Millville has an estimated 388 such employees. The City also comes up short in the areas of “Management” and “Administrative” employment. So it is easy to see where the City’s service employment is really keyed around the two sectors that are integral to any community – healthcare and education – but lacking in some of the other higher paying and technical employment sectors.

According to a recently released report from the U.S. Bureau of Labor Statistics, “occupations typically requiring postsecondary education for entry generally had higher median wages (\$57,770) in 2012 and are projected to grow faster (14.0 percent) between 2012 and 2022 than occupations that typically require a high school diploma or less (\$27,670 and 9.1 percent).” (*U.S. BLS Employment Projections, 2012-2022.*)

Current Trends

In November 2013, the NJ Department of Labor & Workforce Development outlined the Top 50 Occupational Listings for the State. Of the top ten “real time” job postings, none are for positions that typically require a high school diploma or less. All of the positions typically require some post secondary training or education or the minimum of a bachelor’s degree. These positions are for:

- Software developers
- Retail salespersons
- Computer occupations
- Wholesale and manufacturing sales representatives
- Registered nurses
- Customer service representatives
- First line supervisors, retail sales
- Managers, all sectors
- Computer systems analysts
- Medical and health service managers

For the most part, these are not positions where there are a large number of job openings or opportunities in Millville. Eight of the ten positions are either managerial in nature or require highly specialized technology or other training. Even for customer service representative openings, the NJ DOL&WD reported that a plurality of openings, (46%), was filled in 2011 by individuals with some college education. As indicated early the overwhelming majority of Millville residents in the workforce have only a high school degree at



Of the top ten “real time” job postings by the NJ Department of Labor & Workforce Development, none are for positions that typically require a high school diploma or less. Millville’s workforce is generally less well educated than the State as a whole and less likely to land the higher paying jobs that require specialized training and skill sets.

best. These facts imply that the City may continue to fall behind the rate of economic recovery being experienced by other areas of the State unless there is new investment in economic opportunity and new business development that occurs locally and regionally.

Other Factors Influencing Economic Growth and Development

Transit and Transportation

New Jersey Transit provides public bus transportation to Millville. There is no public rail service. NJT offers service to neighboring municipalities and the greater southern New Jersey region via three bus lines: The 553 Route, the 408 Route, and the 313 Route.

The 553 Route is the only line that provides realistic commuter service, offering thirty-five round trips daily between Bridgeton and Atlantic City. This service was inaugurated to connect County workers to jobs in Atlantic City and has grown from a fledgling line to one of the most successful of all New Jersey Transit routes.

The 408 service, on the other hand, offers only limited round trips daily to Philadelphia and points north. These limited runs do not provide adequate commuter service. Neither do the runs that are provided on the 313 Route to Cape May. This service only offers four daily runs between Philadelphia and Cape May, with one scheduled stop in Millville at Second and Pine Streets.

Demographic estimates (2009 ACS) indicated that 82% of the population 16 years and older used their automobiles to commute to work alone. 11% carpooled and only 2.2% used public transportation.

As a means of expanding public transit options, PATCO is currently considering the extension of a light rail system south from the Camden area to Glassboro and on to Vineland and Millville. While not anticipated to be completed for another ten years, this system would greatly expand the regional transportation options open to City residents and relieve the growing traffic congestion on the Route 55 corridor between Millville and the Camden County/Route 42 area. This system obviously, will not have a meaningful impact on the employment picture in Millville or southern New Jersey for some time.

Public Transit is limited and provides only a few commuter options for City residents. Transportation issues have always complicated job access and economic development for both workers and employers.



The extension of a new, light rail system south to Glassboro and eventually to Cumberland County is in the planning stages, but this project is well removed from a timeline that will have any foreseeable impact on the City's economy.

Public Facilities and Services

The City has invested heavily over the years in public sewer and water services and in the creation and expansion of its industrial and business parks. The former Durand property that is the impetus for this analysis is located in the South Millville Industrial Park.

The South Millville Industrial Park and the James Hurley Industrial Park at the Millville Airport are the two parks where most large industrial uses in the City are concentrated, (although there are large industrial buildings and facilities located in the central city that stem from Millville's glass and manufacturing heritage.)

The bottom line is that all of these sites are connected to public infrastructure. All of them have suitable industrial and business access and are appropriately zoned. The following section of the analysis takes a specific look at the Durand property, as it relates to the business opportunities citywide.



Despite the recent location of Boeing Helicopter at the Airport Industrial Park, the 2008 opening of the New Jersey Motorsports Park, and other business successes, the City has still struggled to keep pace with the rest of the State.

Section 3
A SITE SPECIFIC LOOK
AT THE FORMER DURAND PROPERTY

The property that the City wants released from NJ DEP ownership is located at Block 578, Lot 19 on the City's tax map. It is an approximately 80 acre parcel, situated at the southern end of the South Millville Industrial Park, an area that has been in industrial use for more than 40 years.

The City has received inquiries from various industrial users about the availability of this site. In fact, at the time the NJ DEP was acquiring the property, a major international corporation was expressing an interest in negotiating acquisition of the land.

This is a critically important piece of ground from the City's perspective. As a prime piece of property, located in one of its two primary industrial parks, it provides fully serviced land that can accommodate needed jobs and economic expansion for the City and its residents.

The following pages provide an economic rationale for the ongoing use of this property as an industrial/business site.

Land Use

The property in question is currently located off of Gorton Road in the South Millville Industrial Park. Map 1 (presented earlier) illustrates its location relative to the rest of the City.

The property is currently undeveloped but is proximate to other businesses and industrial facilities. To the west of the property is Route 55, Millville's only major four-lane highway. There is no direct access to the Industrial Park from Route 55. To the east of the property is the Menantico Creek, which buffers the Industrial Park from Menantico Ponds. The industrial property in question is removed from the Menantico Creek Corridor – a conservation zone protected by the Creek's Wild & Scenic River designation.

This 80 acre tract is the only similarly sized industrially zoned parcel in Cumberland County and one of the few available in the region that has direct rail access; public sewer and water lines that run through the property; and is part of a developed business park. The property is immediately adjacent to NJ Route 55. All these factors make

The property in question is located in the South Millville Industrial Park and abuts other industrial properties and land uses.

the property extremely unique, particularly in an area with such a significant need for new jobs and industry.

Environmental Characteristics

There are no significant environmental designations or characteristics associated with the property in question. Information obtained from the City's 2005 Master Plan show the subject parcel being well removed from any floodplain or wetland areas. (See maps 2 and 3.)

In addition, the property is outside of the New Jersey Coastal Zone (CAFRA) which encompasses the Maurice River Corridor and does not impact the Durand property, and the New Jersey Pinelands, which is located wholly outside the City of Millville. There are no historic or cultural resources on or adjacent to the property.

Endangered Species Habitat

As part of its 2005 Master Plan, the City prepared an inventory of suitable threatened and endangered species habitat. Various studies have been done on site to determine the extent to which endangered species are present on the property. This work and subsequent analyses indicate that the site is not unique to any particular species and that there is ample comparable habitat in the vicinity. Should any sightings be documented, development plans for the site will have to mitigate any impacts that might occur.

Planning and Future Land Use

Of particular significance, as the planning for the future of the Durand site is concerned, is the stated intent of the New Jersey Development & Redevelopment Plan. The importance of this Plan is two-fold.

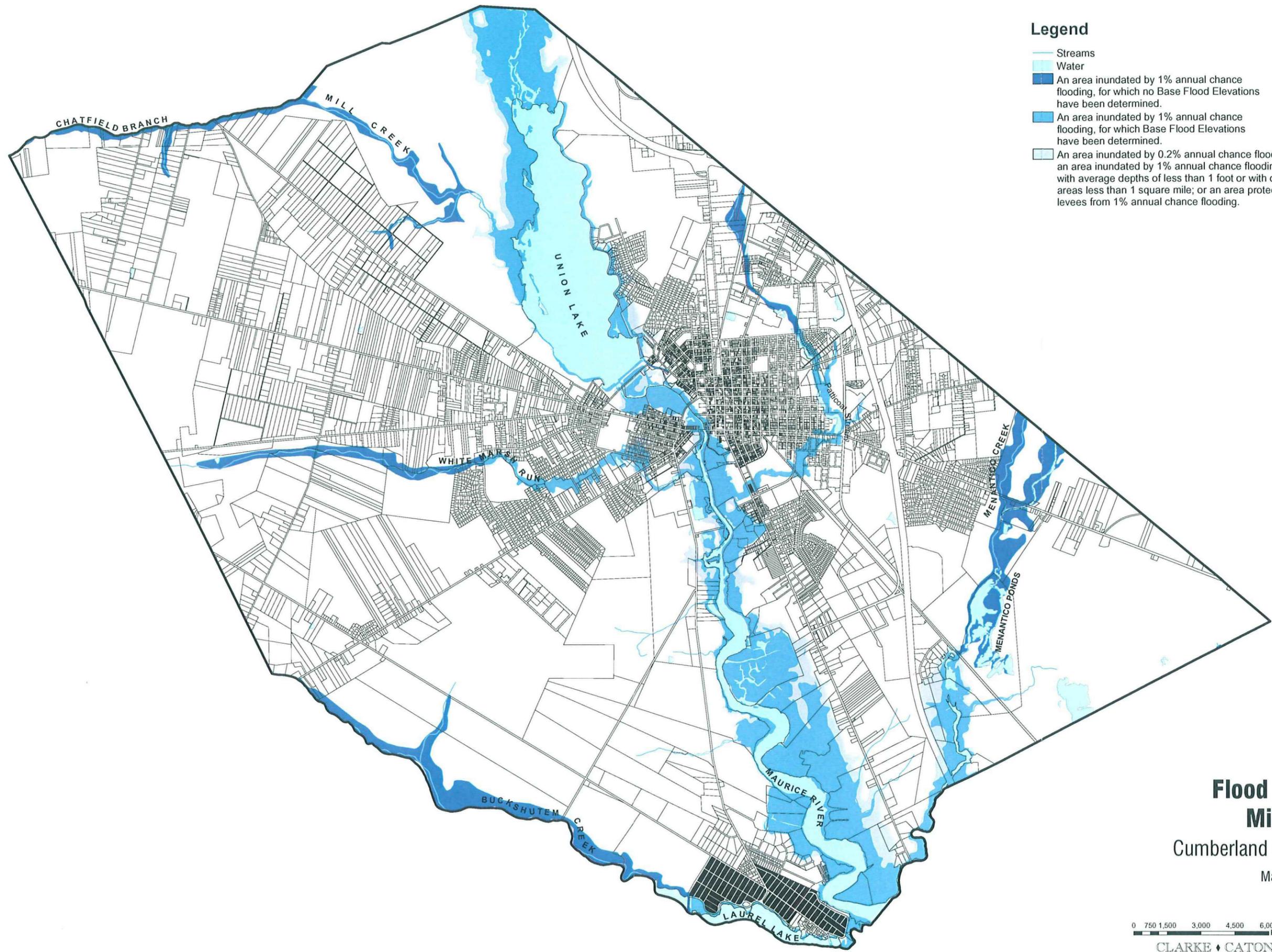
First, it illustrates those areas of the State where it has been determined development is suitable and appropriate. Second, based on these designations, agencies of the State are directed to focus their resources on those areas.

In the case of the Durand property, the site is clearly located within an area designated by the State Plan as "Planning Area 2" or the Suburban Planning Area. According to the State Plan, Planning Area 2 should accommodate "most of the State's future growth" while being sensitive to the protection of natural resources and sound design practices. Clearly the Durand site is a location needed to accommodate future growth of both the State and the City. (See Map 4.)



The site in question has direct access to the City's main freight line and, as depicted in the background, is bordered by NJ Route 55 – a major, four-lane artery

The 2001 and 2007 versions of the New Jersey State Plan Map clearly indicate that the former Durand property is in Planning Area 2 – a designation intended to foster future growth and development.



Legend

-  Streams
-  Water
-  An area inundated by 1% annual chance flooding, for which no Base Flood Elevations have been determined.
-  An area inundated by 1% annual chance flooding, for which Base Flood Elevations have been determined.
-  An area inundated by 0.2% annual chance flooding; an area inundated by 1% annual chance flooding with average depths of less than 1 foot or with drainage areas less than 1 square mile; or an area protected by levees from 1% annual chance flooding.

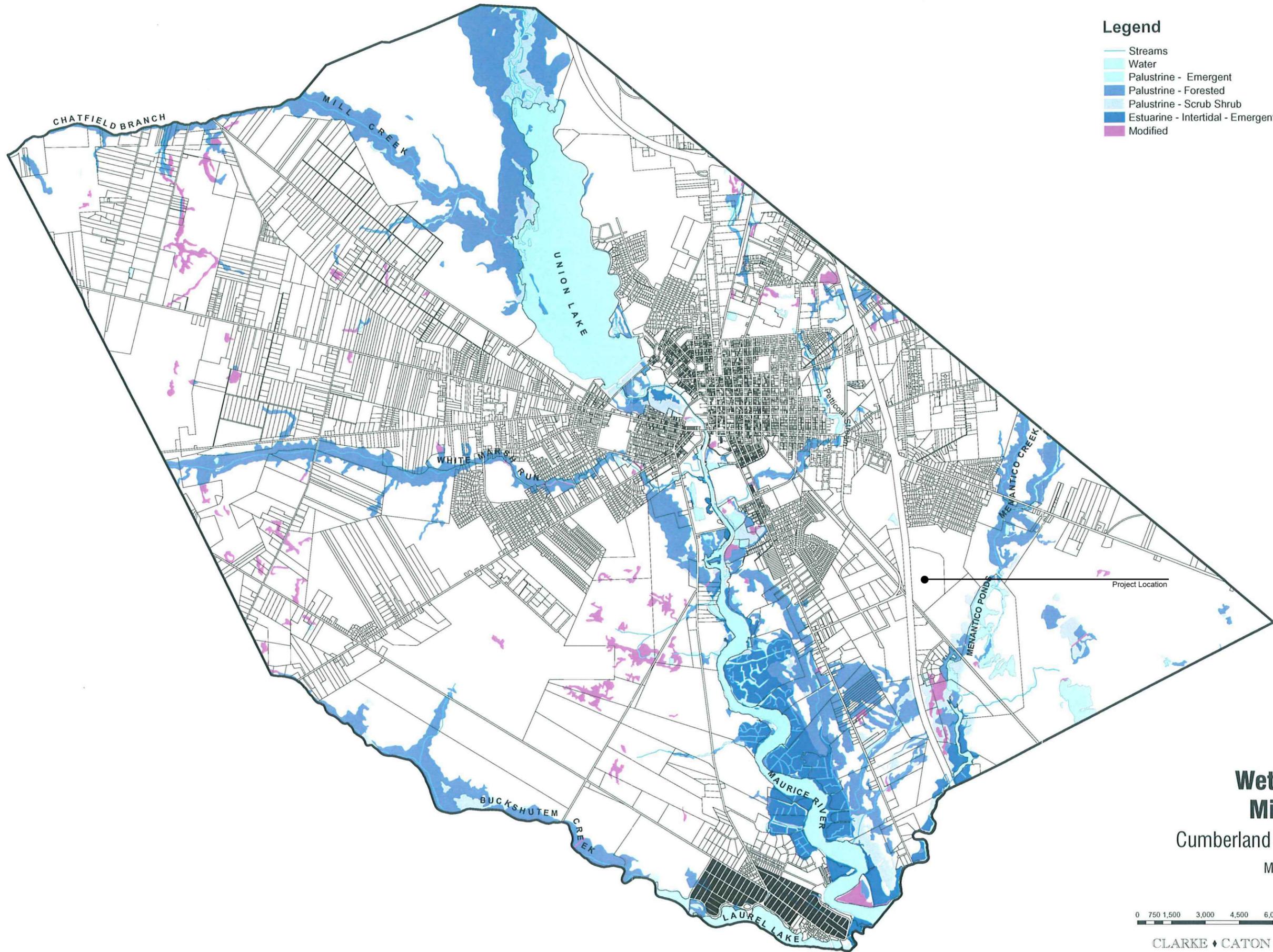
Map 2
Flood Plain
Millville
 Cumberland County
 May 9, 2005

0 750 1,500 3,000 4,500 6,000 Feet



CLARKE ♦ CATON ♦ HINTZ
 400 Sullivan Way ♦ Trenton, NJ ♦ 08628

Source: New Jersey Department of Environmental Protections/Millville Master Plan, 2005



Legend

- Streams
- Water
- Palustrine - Emergent
- Palustrine - Forested
- Palustrine - Scrub Shrub
- Estuarine - Intertidal - Emergent
- Modified

MAP 3
Wetlands
Millville
 Cumberland County
 May 9, 2005

0 750 1,500 3,000 4,500 6,000 Feet

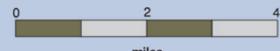
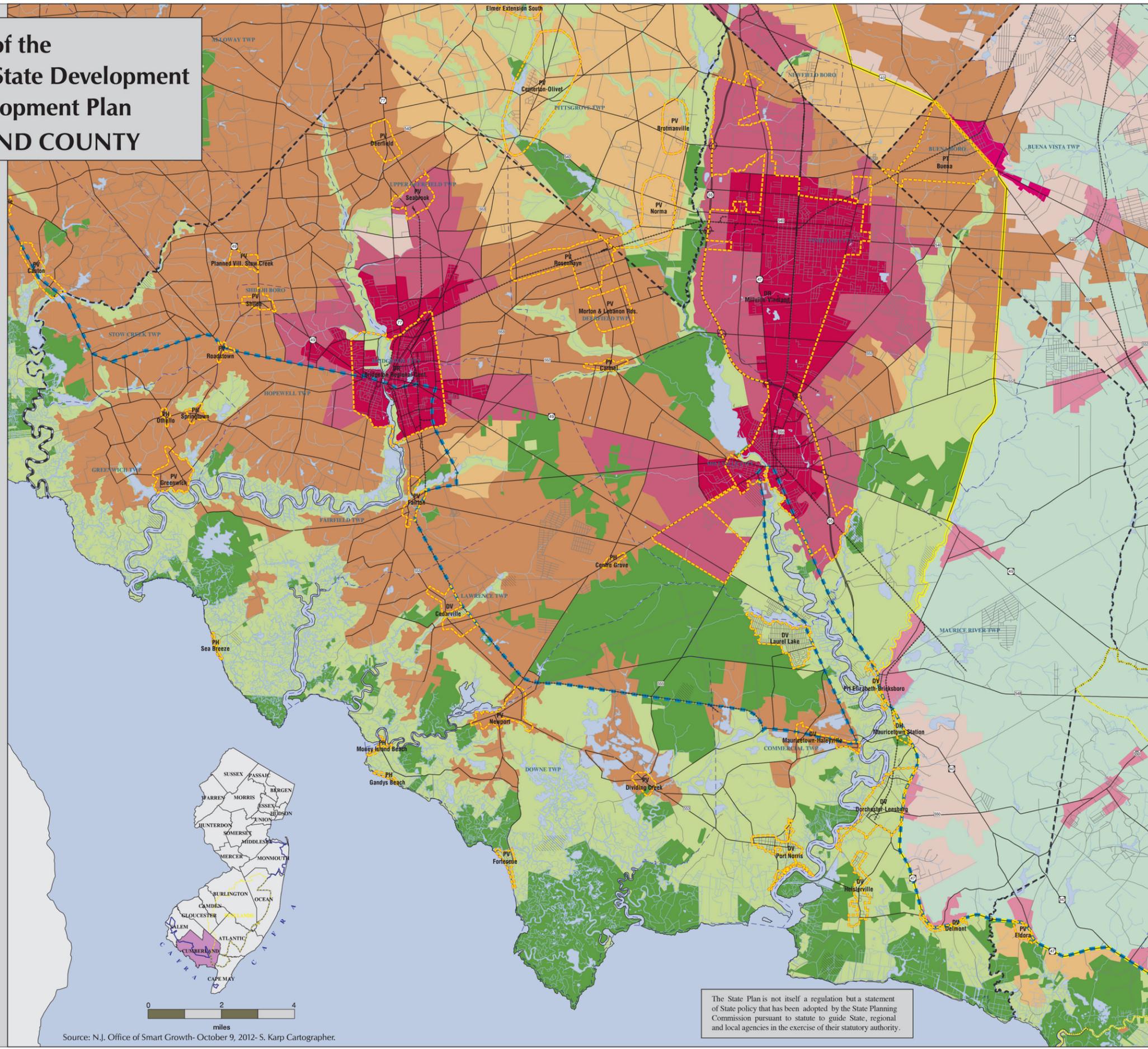


CLARKE ♦ CATON ♦ HINTZ
 400 Sullivan Way ♦ Trenton, NJ ♦ 08628

Source: New Jersey Department of Environmental Protections/Millville Master Plan, 2005

Policy Map of the New Jersey State Development And Redevelopment Plan CUMBERLAND COUNTY

- Centers**
- U C - Urban Center
 - D R - Designated Regional Center
 - P R - Proposed Regional Center
 - D T - Designated Town
 - P T - Proposed Town
 - D V - Designated Village
 - P V - Proposed Village
 - D H - Designated Hamlet
 - P H - Proposed Hamlet
- Urban Complex**
- Urban Complex
- Endorsed Plans**
- Endorsed Plans
- Center Boundaries**
- Center Boundaries
- Nodes**
- Nodes
- Cores**
- Cores
- Planning Areas**
- Metropolitan Planning Area
 - Suburban Planning Area
 - Fringe Planning Area
 - Rural Planning Area
 - Rural/Env. Sensitive Planning Area
 - Env. Sensitive Planning Area
 - Env. Sens./Barrier Is. Planning Area
 - Parks and Natural Areas
 - Meadowlands
 - Military Installations
 - Water
 - Critical Environmental Site
 - Historic & Cultural Site
- Highlands Management Areas**
- Highlands Planning Area
 - Highlands Preservation Area
 - Protection
 - Conservation
 - Conservation Constrained
 - Existing Community
 - Existing Community Constrained
 - Lake Community
 - Wildlife Management
- Pinelands Management Areas**
- Pinelands Boundary
 - Regional Growth Area
 - Town
 - Village
 - Rural Development Area
 - Agricultural Production Area
 - Special Agricultural Area
 - Forest & Preservation Area
 - Military & Federal
- Boundaries**
- Municipal Boundary
 - County Boundary
 - Interstate & Toll Roads
 - State & County Roads
 - CAFRA Boundary
 - Commuter Rail & Stations



Way to grow.

The State Plan is not itself a regulation but a statement of State policy that has been adopted by the State Planning Commission pursuant to statute to guide State, regional and local agencies in the exercise of their statutory authority.

MAP 4
State Plan Showing
Site Within Planned
"Center" and P.A.2

Source: N.J. Office of Smart Growth- October 9, 2012- S. Karp Cartographer.

The City Master Plan and zoning ordinance both show this area in an I-1 Zone, designated for current and future industrial use. Maps prepared by the NJ Department of Labor & Workforce Development show significant clusters of industry in this area of Millville, which support the goal of industrial clusters stemming from the most recent update of the State Plan. Map 5 illustrates on such cluster, illustrating warehousing, transportation, and other industries comparable to those in the South Millville Industrial Park.

In addition, as part of the most recent Cumberland County Wastewater Management Plan update (2012), Ms. Marilyn Lennon of the NJ DEP's land use management division reviewed the site in question and determined in a February 8, 2012 letter to the Durand Glass Company, that the parcel (Block 758, Lot 19) is "appropriate for identification as sewer service area within the Cumberland County Wastewater Management Plan currently under development."

Limits on Economic Opportunity

As documented in a previous meeting with NJ DEP, currently more than one quarter of the City's land is permanently preserved or significantly restricted by regulation.

When these acres are included with the acreage that is already developed for housing, retail, public facilities and other uses, it is easy to see why the South Millville Industrial Park is so important to the City's economic future. Map 6 highlights this land use pattern.

SUMMARY

The industrial project recently presented to the City of Millville by an International Corporation for the former Durand property proposed a 400,000 s.f. facility with approximately 350 jobs as phase 1 of its development proposal. There has also been discussion with the City about a significant expansion of any development to encompass upwards of 1,000 jobs.

The 80 acre parcel in question is approximately 3.5 million square feet in size. Given its developable condition, which is relatively free of known natural or environmental impediments, the site could easily accommodate a 400,000 s.f. facility and associated parking and other improvements, while at the same time mitigating any documented environmental concerns.



Over the years, the City has worked with State agencies and non-profit organizations to acquire and preserve sensitive tracts of land and important environmental resources.

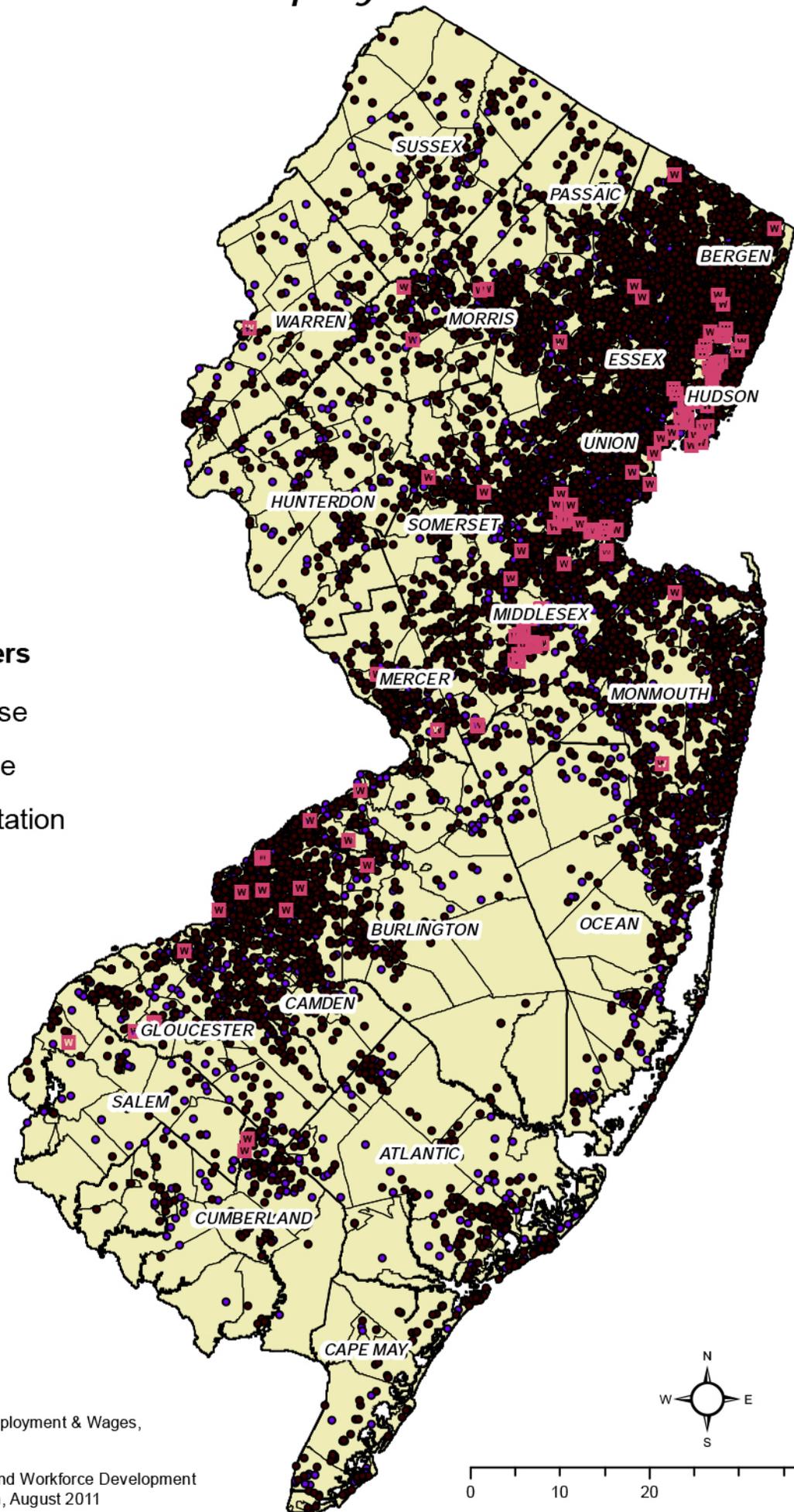
In a City where an estimated 1,600 people are presently out of work, a facility that would bring hundreds of new jobs has the potential to drastically reduce the unemployment rate.

Transportation Logistics Distribution Employers

Map 5

TLD Employers

- W Warehouse
- Wholesale
- Transportation

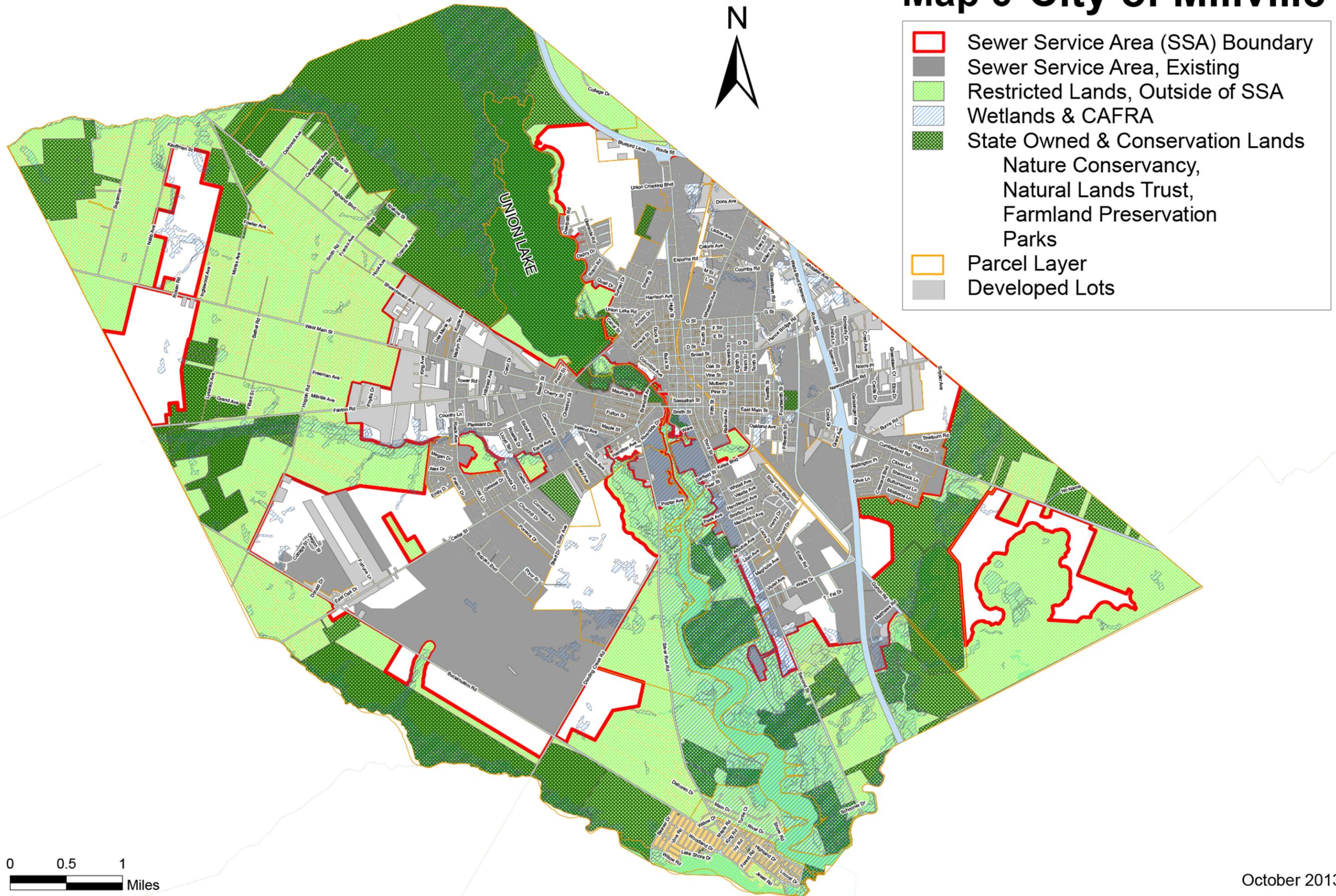


Data Source: Quarterly Census of Employment & Wages,
Second Quarter 2010, NJLWD

Prepared by:
New Jersey Department of Labor and Workforce Development
Bureau of Labor Market Information, August 2011

0 10 20 30 40 Miles

Map 6 City of Millville



0 0.5 1
Miles

October 2013

In a City in recession and a community that by multiple measures is economically distressed, the potential to add 350 to 1,000 new jobs to the economy is significant. Given Millville's October 2013 unemployment rate of 11.6%, this translates to 1,600 unemployed persons. Even if Millville residents only got half of the proposed 350 jobs at the project site, this would reduce the unemployment rate by approximately 1.3% from 11.6% to 10.3%. This is a substantial impact. The introduction of 1,000 new jobs for Millville residents, regardless of the source of those jobs, would reduce unemployment from current levels to under 5% - a figure typically used by national economists to characterize "full employment."

It is obvious, therefore, in a relatively small urban community such as Millville, just how important one major economic development project can be. It should also be evident how important it is for City and State officials to make good decisions about how land is used and how land use decisions are made.

City, County, and State agencies spent years of work and thousands of hours of staff time building a State Plan Map that reflected a strategy for directing future growth and development. This strategy designated the South Millville Industrial Park as a developable area - an area intended to accommodate future growth.

Economic distress is measured not only by the facts and figures presented here, but by the perspective that regulatory and other agencies bring to a community. The City of Millville's vision for its community is one that balances the legitimate need for environmental protection and conservation with what has been demonstrated by this report is a significant need for new jobs, development and greater economic opportunity. It is incumbent on all levels of government to address this critical need and to help local officials bring to Millville the prosperity and economic diversification that is evident elsewhere in New Jersey.



The former Durand site is located in an industrial park with other large employers and industrial uses such as the one depicted above.

Measuring economic distress is a function of both evaluating the hard numbers and assessing the extent to which agencies and organizations reflect the will and sense of urgency needed to make a difference.

APPENDIX A

TAB 2

DATABASE FOR THE CITY OF MILLVILLE

ESRI AND U.S. CENSUS BUREAU





Census 2010 Summary Profile

Millville city_2
Millville city, NJ (3401146680)
Geography: County Subdivision

	2000	2010	2000-2010 Annual Rate
Population	26,847	28,400	0.56%
Households	10,043	10,648	0.59%
Housing Units	10,652	11,435	0.71%

Population by Race	Number	Percent
Total	28,400	100.0%
Population Reporting One Race	27,349	96.3%
White	19,608	69.0%
Black	5,631	19.8%
American Indian	266	0.9%
Asian	338	1.2%
Pacific Islander	18	0.1%
Some Other Race	1,488	5.2%
Population Reporting Two or More Races	1,051	3.7%

Total Hispanic Population	4,239	14.9%
---------------------------	-------	-------

Population by Sex	Number	Percent
Male	13,471	47.4%
Female	14,929	52.6%

Population by Age	Number	Percent
Total	28,400	100.0%
Age 0 - 4	1,975	7.0%
Age 5 - 9	2,104	7.4%
Age 10 - 14	1,927	6.8%
Age 15 - 19	2,193	7.7%
Age 20 - 24	1,936	6.8%
Age 25 - 29	1,772	6.2%
Age 30 - 34	1,732	6.1%
Age 35 - 39	1,829	6.4%
Age 40 - 44	1,806	6.4%
Age 45 - 49	2,031	7.2%
Age 50 - 54	1,956	6.9%
Age 55 - 59	1,754	6.2%
Age 60 - 64	1,627	5.7%
Age 65 - 69	1,210	4.3%
Age 70 - 74	850	3.0%
Age 75 - 79	674	2.4%
Age 80 - 84	511	1.8%
Age 85+	513	1.8%
Age 18+	21,068	74.2%
Age 65+	3,758	13.2%

Median Age by Sex and Race/Hispanic Origin	Median Age
Total Population	36.5
Male	35.0
Female	37.9
White Alone	42.5
Black Alone	25.4
American Indian Alone	34.2
Asian Alone	34.0
Pacific Islander Alone	25.0
Some Other Race Alone	25.2
Two or More Races	16.2
Hispanic Population	22.4

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

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



Census 2010 Summary Profile

Millville city_2
Millville city, NJ (3401146680)
Geography: County Subdivision

Households by Type		
Total	10,648	100.0%
Households with 1 Person	2,830	26.6%
Households with 2+ People	7,818	73.4%
Family Households	7,185	67.5%
Husband-wife Families	4,389	41.2%
With Own Children	1,664	15.6%
Other Family (No Spouse Present)	2,796	26.3%
With Own Children	1,571	14.8%
Nonfamily Households	633	5.9%
All Households with Children	3,806	35.7%
Multigenerational Households	617	5.8%
Unmarried Partner Households	1,057	9.9%
Male-female	966	9.1%
Same-sex	91	0.9%
Average Household Size	2.65	

Family Households by Size		
Total	7,185	100.0%
2 People	2,573	35.8%
3 People	1,873	26.1%
4 People	1,510	21.0%
5 People	682	9.5%
6 People	302	4.2%
7+ People	245	3.4%
Average Family Size	3.19	

Nonfamily Households by Size		
Total	3,463	100.0%
1 Person	2,830	81.7%
2 People	538	15.5%
3 People	53	1.5%
4 People	26	0.8%
5 People	9	0.3%
6 People	4	0.1%
7+ People	3	0.1%
Average Nonfamily Size	1.23	

Population by Relationship and Household Type		
Total	28,400	100.0%
In Households	28,188	99.3%
In Family Households	23,924	84.2%
Householder	7,185	25.3%
Spouse	4,389	15.5%
Child	10,024	35.3%
Other relative	1,303	4.6%
Nonrelative	1,023	3.6%
In Nonfamily Households	4,264	15.0%
In Group Quarters	212	0.7%
Institutionalized Population	117	0.4%
Noninstitutionalized Population	95	0.3%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography. Average family size excludes nonrelatives.

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



Census 2010 Summary Profile

Millville city_2
Millville city, NJ (3401146680)
Geography: County Subdivision

Family Households by Age of Householder		
Total		7,185 100.0%
Householder Age 15 - 44	3,016	42.0%
Householder Age 45 - 54	1,635	22.8%
Householder Age 55 - 64	1,291	18.0%
Householder Age 65 - 74	751	10.5%
Householder Age 75+	492	6.8%

Nonfamily Households by Age of Householder		
Total		3,463 100.0%
Householder Age 15 - 44	859	24.8%
Householder Age 45 - 54	595	17.2%
Householder Age 55 - 64	730	21.1%
Householder Age 65 - 74	586	16.9%
Householder Age 75+	693	20.0%

Households by Race of Householder		
Total		10,648 100.0%
Householder is White Alone	7,954	74.7%
Householder is Black Alone	1,854	17.4%
Householder is American Indian Alone	98	0.9%
Householder is Asian Alone	92	0.9%
Householder is Pacific Islander Alone	7	0.1%
Householder is Some Other Race Alone	428	4.0%
Householder is Two or More Races	215	2.0%
Households with Hispanic Householder	1,122	10.5%

Husband-wife Families by Race of Householder		
Total		4,389 100.0%
Householder is White Alone	3,656	83.3%
Householder is Black Alone	434	9.9%
Householder is American Indian Alone	31	0.7%
Householder is Asian Alone	60	1.4%
Householder is Pacific Islander Alone	1	0.0%
Householder is Some Other Race Alone	150	3.4%
Householder is Two or More Races	57	1.3%
Husband-wife Families with Hispanic Householder	403	9.2%

Other Families (No Spouse) by Race of Householder		
Total		2,796 100.0%
Householder is White Alone	1,588	56.8%
Householder is Black Alone	874	31.3%
Householder is American Indian Alone	29	1.0%
Householder is Asian Alone	18	0.6%
Householder is Pacific Islander Alone	4	0.1%
Householder is Some Other Race Alone	191	6.8%
Householder is Two or More Races	92	3.3%
Other Families with Hispanic Householder	460	16.5%

Nonfamily Households by Race of Householder		
Total		3,463 100.0%
Householder is White Alone	2,710	78.3%
Householder is Black Alone	546	15.8%
Householder is American Indian Alone	38	1.1%
Householder is Asian Alone	14	0.4%
Householder is Pacific Islander Alone	2	0.1%
Householder is Some Other Race Alone	87	2.5%
Householder is Two or More Races	66	1.9%
Nonfamily Households with Hispanic Householder	259	7.5%

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



Census 2010 Summary Profile

Millville city_2
Millville city, NJ (3401146680)
Geography: County Subdivision

Total Housing Units by Occupancy

Total	11,435	100.0%
Occupied Housing Units	10,648	93.1%
Vacant Housing Units		
For Rent	279	2.4%
Rented, not Occupied	15	0.1%
For Sale Only	145	1.3%
Sold, not Occupied	24	0.2%
For Seasonal/Recreational/Occasional Use	40	0.4%
For Migrant Workers	0	0.0%
Other Vacant	284	2.5%
Total Vacancy Rate	6.9%	

Households by Tenure and Mortgage Status

Total	10,648	100.0%
Owner Occupied	6,585	61.8%
Owned with a Mortgage/Loan	4,544	42.7%
Owned Free and Clear	2,041	19.2%
Average Household Size	2.70	
Renter Occupied	4,063	38.2%
Average Household Size	2.56	

Owner-occupied Housing Units by Race of Householder

Total	6,585	100.0%
Householder is White Alone	5,752	87.4%
Householder is Black Alone	509	7.7%
Householder is American Indian Alone	43	0.7%
Householder is Asian Alone	71	1.1%
Householder is Pacific Islander Alone	1	0.0%
Householder is Some Other Race Alone	133	2.0%
Householder is Two or More Races	76	1.2%
Owner-occupied Housing Units with Hispanic Householder	422	6.4%

Renter-occupied Housing Units by Race of Householder

Total	4,063	100.0%
Householder is White Alone	2,202	54.2%
Householder is Black Alone	1,345	33.1%
Householder is American Indian Alone	55	1.4%
Householder is Asian Alone	21	0.5%
Householder is Pacific Islander Alone	6	0.1%
Householder is Some Other Race Alone	295	7.3%
Householder is Two or More Races	139	3.4%
Renter-occupied Housing Units with Hispanic Householder	700	17.2%

Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.50
Householder is Black Alone	3.00
Householder is American Indian Alone	2.74
Householder is Asian Alone	3.43
Householder is Pacific Islander Alone	3.00
Householder is Some Other Race Alone	3.55
Householder is Two or More Races	2.98
Householder is Hispanic	3.39

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



ACS Housing Summary

Millville city_2
 Millville city, NJ (3401146680)
 Geography: County Subdivision

	2005-2009 ACS Estimate	Percent	MOE(±)	Reliability
TOTALS				
Total Population	28,397		29	High
Total Households	10,385		389	High
Total Housing Units	11,219		412	High
OWNER-OCCUPIED HOUSING UNITS BY VALUE				
Total	6,246	100.0%	320	High
Less than \$10,000	34	0.5%	33	Low
\$10,000 to \$14,999	62	1.0%	47	Low
\$15,000 to \$19,999	68	1.1%	49	Low
\$20,000 to \$24,999	10	0.2%	16	Low
\$25,000 to \$29,999	17	0.3%	26	Low
\$30,000 to \$34,999	14	0.2%	22	Low
\$35,000 to \$39,999	50	0.8%	40	Low
\$40,000 to \$49,999	15	0.2%	19	Low
\$50,000 to \$59,999	122	2.0%	70	Medium
\$60,000 to \$69,999	149	2.4%	70	Medium
\$70,000 to \$79,999	145	2.3%	58	Medium
\$80,000 to \$89,999	265	4.2%	109	Medium
\$90,000 to \$99,999	288	4.6%	114	Medium
\$100,000 to \$124,999	622	10.0%	154	Medium
\$125,000 to \$149,999	574	9.2%	136	Medium
\$150,000 to \$174,999	955	15.3%	175	High
\$175,000 to \$199,999	673	10.8%	155	Medium
\$200,000 to \$249,999	950	15.2%	182	High
\$250,000 to \$299,999	484	7.7%	159	Medium
\$300,000 to \$399,999	385	6.2%	125	Medium
\$400,000 to \$499,999	161	2.6%	78	Medium
\$500,000 to \$749,999	85	1.4%	56	Low
\$750,000 to \$999,999	65	1.0%	49	Low
\$1,000,000 or more	53	0.8%	65	Low
Median Home Value	\$168,000		\$5,848	High
Average Home Value	\$199,097		\$18,632	High
OWNER-OCCUPIED HOUSING UNITS BY MORTGAGE STATUS				
Total	6,246	100.0%	320	High
Housing units with a mortgage/contract to purchase/similar debt	4,222	67.6%	306	High
Second mortgage only	173	2.8%	82	Medium
Home equity loan only	742	11.9%	183	Medium
Both second mortgage and home equity loan	0	0.0%	123	Medium
No second mortgage and no home equity loan	3,307	52.9%	263	High
Housing units without a mortgage	2,024	32.4%	252	High
AVERAGE VALUE BY MORTGAGE STATUS				
Housing units with a mortgage	\$205,342		\$25,093	High
Housing units without a mortgage	\$186,072		\$39,710	Medium

Source: U.S. Census Bureau, 2005-2009 American Community Survey

Reliability: High Medium Low

December 23, 2013

Made with Esri Business Analyst



ACS Housing Summary

Millville city_2
 Millville city, NJ (3401146680)
 Geography: County Subdivision

	2005-2009 ACS Estimate	Percent	MOE(±)	Reliability
RENTER-OCCUPIED HOUSING UNITS BY CONTRACT RENT				
Total	4,139	100.0%	384	High
With cash rent	4,075	98.5%	381	High
Less than \$100	283	6.8%	137	Medium
\$100 to \$149	57	1.4%	41	Low
\$150 to \$199	343	8.3%	122	Medium
\$200 to \$249	174	4.2%	89	Medium
\$250 to \$299	196	4.7%	90	Medium
\$300 to \$349	78	1.9%	66	Low
\$350 to \$399	104	2.5%	105	Low
\$400 to \$449	230	5.6%	143	Medium
\$450 to \$499	137	3.3%	72	Medium
\$500 to \$549	260	6.3%	153	Medium
\$550 to \$599	207	5.0%	116	Medium
\$600 to \$649	265	6.4%	129	Medium
\$650 to \$699	343	8.3%	107	Medium
\$700 to \$749	262	6.3%	138	Medium
\$750 to \$799	263	6.4%	105	Medium
\$800 to \$899	465	11.2%	165	Medium
\$900 to \$999	247	6.0%	94	Medium
\$1,000 to \$1,249	127	3.1%	79	Medium
\$1,250 to \$1,499	26	0.6%	31	Low
\$1,500 to \$1,999	8	0.2%	16	Low
\$2,000 or more	0	0.0%	123	Low
No cash rent	64	1.5%	45	Low
Median Contract Rent	\$592		\$45	High
Average Contract Rent	\$555		\$81	High
RENTER-OCCUPIED HOUSING UNITS BY INCLUSION OF UTILITIES IN RENT				
Total	4,139	100.0%	384	High
Pay extra for one or more utilities	3,114	75.2%	357	High
No extra payment for any utilities	1,025	24.8%	219	Medium
HOUSING UNITS BY UNITS IN STRUCTURE				
Total	11,219	100.0%	412	High
1, detached	6,412	57.2%	300	High
1, attached	1,317	11.7%	239	High
2	510	4.5%	176	Medium
3 or 4	725	6.5%	217	Medium
5 to 9	398	3.5%	153	Medium
10 to 19	696	6.2%	190	Medium
20 to 49	169	1.5%	133	Low
50 or more	711	6.3%	178	Medium
Mobile home	281	2.5%	81	Medium
Boat, RV, van, etc.	0	0.0%	123	Low

Source: U.S. Census Bureau, 2005-2009 American Community Survey

Reliability: High Medium Low

December 23, 2013

Made with Esri Business Analyst



ACS Housing Summary

Millville city_2
 Millville city, NJ (3401146680)
 Geography: County Subdivision

	2005-2009 ACS Estimate	Percent	MOE(±)	Reliability
HOUSING UNITS BY YEAR STRUCTURE BUILT				
Total	11,219	100.0%	412	■■■
Built 2005 or later	253	2.3%	111	■■
Built 2000 to 2004	193	1.7%	79	■■
Built 1990 to 1999	751	6.7%	174	■■
Built 1980 to 1989	755	6.7%	167	■■
Built 1970 to 1979	2,287	20.4%	318	■■■
Built 1960 to 1969	1,869	16.7%	284	■■■
Built 1950 to 1959	1,576	14.0%	292	■■■
Built 1940 to 1949	996	8.9%	234	■■
Built 1939 or earlier	2,539	22.6%	337	■■■
Median Year Structure Built	1963		2	■■■
OCCUPIED HOUSING UNITS BY YEAR HOUSEHOLDER MOVED INTO UNIT				
Total	10,385	100.0%	389	■■■
Owner occupied				
Moved in 2005 or later	827	8.0%	181	■■
Moved in 2000 to 2004	1,239	11.9%	222	■■■
Moved in 1990 to 1999	1,740	16.8%	256	■■■
Moved in 1980 to 1989	814	7.8%	176	■■
Moved in 1970 to 1979	745	7.2%	162	■■
Moved in 1969 or earlier	881	8.5%	148	■■■
Renter occupied				
Moved in 2005 or later	1,598	15.4%	324	■■
Moved in 2000 to 2004	1,658	16.0%	303	■■■
Moved in 1990 to 1999	621	6.0%	167	■■
Moved in 1980 to 1989	143	1.4%	76	■■
Moved in 1970 to 1979	104	1.0%	87	■
Moved in 1969 or earlier	15	0.1%	18	■
Median Year Householder Moved Into Unit	2000		1	■■■
OCCUPIED HOUSING UNITS BY HOUSE HEATING FUEL				
Total	10,385	100.0%	389	■■■
Utility gas	5,890	56.7%	409	■■■
Bottled, tank, or LP gas	304	2.9%	124	■■
Electricity	1,410	13.6%	226	■■■
Fuel oil, kerosene, etc.	2,696	26.0%	309	■■■
Coal or coke	0	0.0%	123	
Wood	36	0.3%	34	■
Solar energy	0	0.0%	123	
Other fuel	7	0.1%	11	■
No fuel used	42	0.4%	45	■

Source: U.S. Census Bureau, 2005-2009 American Community Survey

Reliability: ■■■ high ■■ medium ■ low

December 23, 2013

Made with Esri Business Analyst



ACS Housing Summary

Millville city_2
 Millville city, NJ (3401146680)
 Geography: County Subdivision

	2005-2009 ACS Estimate	Percent	MOE(±)	Reliability
OCCUPIED HOUSING UNITS BY VEHICLES AVAILABLE				
Total	10,385	100.0%	389	
Owner occupied				
No vehicle available	195	1.9%	76	
1 vehicle available	1,595	15.4%	264	
2 vehicles available	2,802	27.0%	279	
3 vehicles available	1,108	10.7%	182	
4 vehicles available	444	4.3%	114	
5 or more vehicles available	102	1.0%	67	
Renter occupied				
No vehicle available	1,256	12.1%	217	
1 vehicle available	2,236	21.5%	321	
2 vehicles available	566	5.5%	177	
3 vehicles available	55	0.5%	45	
4 vehicles available	15	0.1%	25	
5 or more vehicles available	11	0.1%	19	
Average Number of Vehicles Available	1.6		0.1	

Data Note: N/A means not available.

2005-2009 ACS Estimate: The American Community Survey (ACS) replaces census sample data. Esri is releasing the 2005-2009 ACS estimates, five-year period data collected monthly from January 1, 2005 through December 31, 2009. Although the ACS includes many of the subjects previously covered by the decennial census sample, there are significant differences between the two surveys including fundamental differences in survey design and residency rules.

Margin of error (MOE): The MOE is a measure of the variability of the estimate due to sampling error. MOEs enable the data user to measure the range of uncertainty for each estimate with 90 percent confidence. The range of uncertainty is called the confidence interval, and it is calculated by taking the estimate +/- the MOE. For example, if the ACS reports an estimate of 100 with an MOE of +/- 20, then you can be 90 percent certain the value for the whole population falls between 80 and 120.

Reliability: These symbols represent threshold values that Esri has established from the Coefficients of Variation (CV) to designate the usability of the estimates. The CV measures the amount of sampling error relative to the size of the estimate, expressed as a percentage.

- High Reliability: Small CVs (less than or equal to 12 percent) are flagged green to indicate that the sampling error is small relative to the estimate and the estimate is reasonably reliable.
- Medium Reliability: Estimates with CVs between 12 and 40 are flagged yellow—use with caution.
- Low Reliability: Large CVs (over 40 percent) are flagged red to indicate that the sampling error is large relative to the estimate. The estimate is considered very unreliable.

Source: U.S. Census Bureau, 2005-2009 American Community Survey

Reliability: high medium low

December 23, 2013

Made with Esri Business Analyst



ACS Population Summary

Millville city_2
 Millville city, NJ (3401146680)
 Geography: County Subdivision

	2005 - 2009 ACS Estimate	Percent	MOE(±)	Reliability
TOTALS				
Total Population	28,397		29	High
Total Households	10,385		389	High
Total Housing Units	11,219		412	High
POPULATION AGE 15+ YEARS BY MARITAL STATUS				
Total	22,137	100.0%	462	High
Never married	7,963	36.0%	584	High
Married	10,022	45.3%	446	High
Widowed	1,938	8.8%	264	High
Divorced	2,214	10.0%	345	High
POPULATION AGE 3+ YEARS BY SCHOOL ENROLLMENT				
Total	27,443	100.0%	227	High
Enrolled in school	7,794	28.4%	551	High
Enrolled in nursery school, preschool	740	2.7%	212	Medium
Public school	701	2.6%	211	Medium
Private school	39	0.1%	34	Low
Enrolled in kindergarten	639	2.3%	201	Medium
Public school	601	2.2%	201	Medium
Private school	38	0.1%	127	Low
Enrolled in grade 1 to grade 4	1,689	6.2%	269	High
Public school	1,493	5.4%	270	High
Private school	196	0.7%	96	Medium
Enrolled in grade 5 to grade 8	1,590	5.8%	279	High
Public school	1,504	5.5%	280	High
Private school	86	0.3%	66	Low
Enrolled in grade 9 to grade 12	1,888	6.9%	304	High
Public school	1,735	6.3%	303	High
Private school	153	0.6%	85	Medium
Enrolled in college undergraduate years	1,093	4.0%	236	Medium
Public school	1,002	3.7%	228	Medium
Private school	91	0.3%	57	Medium
Enrolled in graduate or professional school	155	0.6%	72	Medium
Public school	137	0.5%	70	Medium
Private school	18	0.1%	125	Low
Not enrolled in school	19,649	71.6%	610	High
POPULATION AGE 25+ YEARS BY EDUCATIONAL ATTAINMENT				
Total	18,361	100.0%	540	High
No schooling completed	307	1.7%	189	Medium
Nursery to 4th grade	21	0.1%	24	Low
5th and 6th grade	221	1.2%	106	Medium
7th and 8th grade	593	3.2%	151	Medium
9th grade	499	2.7%	167	Medium
10th grade	747	4.1%	194	Medium
11th grade	803	4.4%	230	Medium
12th grade, no diploma	500	2.7%	157	Medium
High school graduate, GED, or alternative	7,568	41.2%	562	High
Some college, less than 1 year	1,476	8.0%	243	High
Some college, 1 or more years, no degree	1,908	10.4%	277	High
Associate's degree	1,174	6.4%	220	High
Bachelor's degree	1,759	9.6%	279	High
Master's degree	590	3.2%	146	Medium
Professional school degree	166	0.9%	105	Medium
Doctorate degree	29	0.2%	126	Low

Source: U.S. Census Bureau, 2005-2009 American Community Survey

Reliability: High Medium Low

December 23, 2013

Made with Esri Business Analyst



ACS Population Summary

Millville city_2
 Millville city, NJ (3401146680)
 Geography: County Subdivision

	2005 - 2009 ACS Estimate	Percent	MOE(±)	Reliability
POPULATION AGE 5+ YEARS BY LANGUAGE SPOKEN AT HOME AND ABILITY TO SPEAK ENGLISH				
Total	26,512	100.0%	284	
5 to 17 years				
Speak only English	4,834	18.2%	453	
Speak Spanish	813	3.1%	278	
Speak English "very well" or "well"	804	3.0%	288	
Speak English "not well"	9	0.0%	17	
Speak English "not at all"	0	0.0%	123	
Speak other Indo-European languages	35	0.1%	32	
Speak English "very well" or "well"	35	0.1%	127	
Speak English "not well"	0	0.0%	123	
Speak English "not at all"	0	0.0%	123	
Speak Asian and Pacific Island languages	6	0.0%	22	
Speak English "very well" or "well"	6	0.0%	125	
Speak English "not well"	0	0.0%	123	
Speak English "not at all"	0	0.0%	123	
Speak other languages	0	0.0%	123	
Speak English "very well" or "well"	0	0.0%	174	
Speak English "not well"	0	0.0%	123	
Speak English "not at all"	0	0.0%	123	
18 to 64 years				
Speak only English	14,919	56.3%	579	
Speak Spanish	1,698	6.4%	330	
Speak English "very well" or "well"	1,461	5.5%	340	
Speak English "not well"	194	0.7%	90	
Speak English "not at all"	43	0.2%	43	
Speak other Indo-European languages	389	1.5%	192	
Speak English "very well" or "well"	349	1.3%	148	
Speak English "not well"	7	0.0%	14	
Speak English "not at all"	33	0.1%	54	
Speak Asian and Pacific Island languages	183	0.7%	140	
Speak English "very well" or "well"	148	0.6%	106	
Speak English "not well"	35	0.1%	32	
Speak English "not at all"	0	0.0%	123	
Speak other languages	117	0.4%	118	
Speak English "very well" or "well"	117	0.4%	90	
Speak English "not well"	0	0.0%	123	
Speak English "not at all"	0	0.0%	123	
65 years and over				
Speak only English	3,234	12.2%	301	
Speak Spanish	108	0.4%	84	
Speak English "very well" or "well"	62	0.2%	55	
Speak English "not well"	46	0.2%	57	
Speak English "not at all"	0	0.0%	123	
Speak other Indo-European languages	154	0.6%	94	
Speak English "very well" or "well"	115	0.4%	83	
Speak English "not well"	39	0.1%	44	
Speak English "not at all"	0	0.0%	123	
Speak Asian and Pacific Island languages	22	0.1%	28	
Speak English "very well" or "well"	0	0.0%	174	
Speak English "not well"	22	0.1%	28	
Speak English "not at all"	0	0.0%	123	
Speak other languages	0	0.0%	123	
Speak English "very well" or "well"	0	0.0%	174	
Speak English "not well"	0	0.0%	123	
Speak English "not at all"	0	0.0%	123	

Source: U.S. Census Bureau, 2005-2009 American Community Survey

Reliability: high medium low

December 23, 2013

Made with Esri Business Analyst



ACS Population Summary

Millville city_2
 Millville city, NJ (3401146680)
 Geography: County Subdivision

	2005 - 2009 ACS Estimate	Percent	MOE(±)	Reliability
WORKERS AGE 16+ YEARS BY PLACE OF WORK				
Total	11,350	100.0%	533	High
Worked in state and in county of residence	8,935	78.7%	562	High
Worked in state and outside county of residence	2,219	19.6%	352	High
Worked outside state of residence	196	1.7%	83	Medium
WORKERS AGE 16+ YEARS BY MEANS OF TRANSPORTATION TO WORK				
Total	11,350	100.0%	533	High
Drove alone	9,310	82.0%	571	High
Carpooled	1,206	10.6%	291	Medium
Public transportation (excluding taxicab)	246	2.2%	120	Medium
Bus or trolley bus	246	2.2%	120	Medium
Streetcar or trolley car	0	0.0%	123	Medium
Subway or elevated	0	0.0%	123	Medium
Railroad	0	0.0%	123	Medium
Ferryboat	0	0.0%	123	Medium
Taxicab	0	0.0%	123	Medium
Motorcycle	0	0.0%	123	Medium
Bicycle	27	0.2%	32	Low
Walked	219	1.9%	110	Medium
Other means	172	1.5%	113	Medium
Worked at home	170	1.5%	94	Medium
WORKERS AGE 16+ YEARS (WHO DID NOT WORK FROM HOME) BY TRAVEL TIME TO WORK				
Total	11,180	100.0%	520	High
Less than 5 minutes	397	3.6%	158	Medium
5 to 9 minutes	1,769	15.8%	278	High
10 to 14 minutes	1,722	15.4%	260	High
15 to 19 minutes	2,174	19.4%	317	High
20 to 24 minutes	1,544	13.8%	316	Medium
25 to 29 minutes	528	4.7%	149	Medium
30 to 34 minutes	781	7.0%	179	Medium
35 to 39 minutes	142	1.3%	76	Medium
40 to 44 minutes	349	3.1%	134	Medium
45 to 59 minutes	1,002	9.0%	251	Medium
60 to 89 minutes	534	4.8%	194	Medium
90 or more minutes	238	2.1%	128	Medium
Average Travel Time to Work (in minutes)	23.4		2.4	High



ACS Population Summary

Millville city_2
 Millville city, NJ (3401146680)
 Geography: County Subdivision

	2005 - 2009 ACS Estimate	Percent	MOE(±)	Reliability
CIVILIAN EMPLOYED POPULATION AGE 16+ YEARS BY OCCUPATION				
Total	11,683	100.0%	517	High
Management	844	7.2%	186	Medium
Business and financial operations	197	1.7%	82	Medium
Computer and mathematical	60	0.5%	55	Low
Architecture and engineering	75	0.6%	133	Low
Life, physical, and social science	13	0.1%	125	Low
Community and social services	403	3.4%	153	Medium
Legal	66	0.6%	49	Low
Education, training, and library	717	6.1%	176	Medium
Arts, design, entertainment, sports, and media	84	0.7%	48	Medium
Healthcare practitioner, technologists, and technicians	640	5.5%	178	Medium
Healthcare support	361	3.1%	138	Medium
Protective service	760	6.5%	180	Medium
Food preparation and serving related	629	5.4%	185	Medium
Building and grounds cleaning and maintenance	590	5.1%	202	Medium
Personal care and service	643	5.5%	188	Medium
Sales and related	1,087	9.3%	216	Medium
Office and administrative support	1,780	15.2%	287	High
Farming, fishing, and forestry	0	0.0%	174	Medium
Construction and extraction	459	3.9%	131	Medium
Installation, maintenance, and repair	481	4.1%	172	Medium
Production	964	8.3%	195	Medium
Transportation and material moving	830	7.1%	196	Medium
CIVILIAN EMPLOYED POPULATION AGE 16+ YEARS BY INDUSTRY				
Total	11,683	100.0%	517	High
Agriculture, forestry, fishing and hunting	12	0.1%	124	Low
Mining, quarrying, and oil and gas extraction	63	0.5%	49	Low
Construction	595	5.1%	187	Medium
Manufacturing	1,689	14.5%	261	High
Wholesale trade	297	2.5%	111	Medium
Retail trade	1,360	11.6%	252	High
Transportation and warehousing	449	3.8%	137	Medium
Utilities	121	1.0%	72	Medium
Information	116	1.0%	67	Medium
Finance and insurance	453	3.9%	177	Medium
Real estate and rental and leasing	143	1.2%	89	Medium
Professional, scientific, and technical services	515	4.4%	146	Medium
Management of companies and enterprises	28	0.2%	35	Low
Administrative and support and waste management services	441	3.8%	164	Medium
Educational services	1,041	8.9%	221	Medium
Health care and social assistance	1,734	14.8%	289	High
Arts, entertainment, and recreation	395	3.4%	165	Medium
Accommodation and food services	747	6.4%	190	Medium
Other services, except public administration	391	3.3%	131	Medium
Public administration	1,093	9.4%	217	Medium

Source: U.S. Census Bureau, 2005-2009 American Community Survey

Reliability: High Medium Low

December 23, 2013

Made with Esri Business Analyst



ACS Population Summary

Millville city_2
 Millville city, NJ (3401146680)
 Geography: County Subdivision

	2005 - 2009 ACS Estimate	Percent	MOE(±)	Reliability
FEMALES AGE 20-64 YEARS BY AGE OF OWN CHILDREN AND EMPLOYMENT STATUS				
Total	8,514	100.0%	329	High
Own children under 6 years only	574	6.7%	160	Medium
In labor force	461	5.4%	151	Medium
Not in labor force	113	1.3%	63	Medium
Own children under 6 years and 6 to 17 years	764	9.0%	171	Medium
In labor force	529	6.2%	153	Medium
Not in labor force	235	2.8%	96	Medium
Own children 6 to 17 years only	1,827	21.5%	233	High
In labor force	1,381	16.2%	242	High
Not in labor force	446	5.2%	127	Medium
No own children under 18 years	5,349	62.8%	386	High
In labor force	3,813	44.8%	363	High
Not in labor force	1,536	18.0%	264	High
POPULATION BY RATIO OF INCOME TO POVERTY LEVEL				
Total	28,080	100.0%	214	High
Under .50	2,087	7.4%	539	Medium
.50 to .99	3,773	13.4%	749	Medium
1.00 to 1.24	1,584	5.6%	471	Medium
1.25 to 1.49	980	3.5%	369	Medium
1.50 to 1.84	1,667	5.9%	578	Medium
1.85 to 1.99	655	2.3%	271	Medium
2.00 and over	17,334	61.7%	1,052	High
HOUSEHOLDS BY POVERTY STATUS				
Total	10,385	100.0%	389	High
Income in the past 12 months below poverty level	1,828	17.6%	244	High
Married-couple family	253	2.4%	113	Medium
Other family - male householder (no wife present)	134	1.3%	126	Low
Other family - female householder (no husband present)	746	7.2%	148	Medium
Nonfamily household - male householder	81	0.8%	59	Low
Nonfamily household - female householder	614	5.9%	155	Medium
Income in the past 12 months at or above poverty level	8,557	82.4%	435	High
Married-couple family	4,192	40.4%	299	High
Other family - male householder (no wife present)	425	4.1%	146	Medium
Other family - female householder (no husband present)	1,009	9.7%	198	High
Nonfamily household - male householder	1,269	12.2%	266	Medium
Nonfamily household - female householder	1,662	16.0%	294	High

Source: U.S. Census Bureau, 2005-2009 American Community Survey

Reliability: High Medium Low

December 23, 2013

Made with Esri Business Analyst



ACS Population Summary

Millville city_2
 Millville city, NJ (3401146680)
 Geography: County Subdivision

	2005 - 2009 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS BY INCOME				
Total	10,385	100.0%	389	■■■
Less than \$10,000	936	9.0%	186	■■
\$10,000 to \$14,999	916	8.8%	202	■■
\$15,000 to \$19,999	680	6.5%	166	■■
\$20,000 to \$24,999	499	4.8%	160	■■
\$25,000 to \$29,999	462	4.4%	150	■■
\$30,000 to \$34,999	707	6.8%	190	■■
\$35,000 to \$39,999	474	4.6%	143	■■
\$40,000 to \$44,999	409	3.9%	141	■■
\$45,000 to \$49,999	292	2.8%	114	■■
\$50,000 to \$59,999	1,109	10.7%	218	■■■
\$60,000 to \$74,999	973	9.4%	179	■■■
\$75,000 to \$99,999	1,335	12.9%	185	■■■
\$100,000 to \$124,999	742	7.1%	161	■■
\$125,000 to \$149,999	317	3.1%	113	■■
\$150,000 to \$199,999	364	3.5%	129	■■
\$200,000 or more	170	1.6%	66	■■
Median Household Income	\$47,244		\$4,664	■■■
Average Household Income	\$60,314		\$4,872	■■■
Per Capita Income	\$23,175		\$1,561	■■■
HOUSEHOLDS WITH HOUSEHOLDER AGE <25 YEARS BY INCOME				
Total	258	100.0%	116	■■
Less than \$10,000	46	17.8%	53	■
\$10,000 to \$14,999	37	14.3%	49	■
\$15,000 to \$19,999	8	3.1%	13	■
\$20,000 to \$24,999	0	0.0%	123	
\$25,000 to \$29,999	35	13.6%	33	■
\$30,000 to \$34,999	89	34.5%	85	■
\$35,000 to \$39,999	0	0.0%	123	
\$40,000 to \$44,999	12	4.7%	20	■
\$45,000 to \$49,999	0	0.0%	123	
\$50,000 to \$59,999	12	4.7%	15	■
\$60,000 to \$74,999	9	3.5%	14	■
\$75,000 to \$99,999	0	0.0%	123	
\$100,000 to \$124,999	0	0.0%	123	
\$125,000 to \$149,999	0	0.0%	123	
\$150,000 to \$199,999	10	3.9%	18	■
\$200,000 or more	0	0.0%	123	
Median Household Income for HHr <25	\$30,163		\$4,991	■■■
Average Household Income for HHr <25	\$34,041		\$24,853	■

Source: U.S. Census Bureau, 2005-2009 American Community Survey

Reliability: ■■■ high ■■ medium ■ low

December 23, 2013

Made with Esri Business Analyst



ACS Population Summary

Millville city_2
 Millville city, NJ (3401146680)
 Geography: County Subdivision

	2005 - 2009 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS WITH HOUSEHOLDER AGE 25-44 YEARS BY INCOME				
Total	3,929	100.0%	274	
Less than \$10,000	318	8.1%	115	
\$10,000 to \$14,999	462	11.8%	158	
\$15,000 to \$19,999	241	6.1%	117	
\$20,000 to \$24,999	157	4.0%	104	
\$25,000 to \$29,999	225	5.7%	122	
\$30,000 to \$34,999	161	4.1%	99	
\$35,000 to \$39,999	193	4.9%	105	
\$40,000 to \$44,999	175	4.5%	86	
\$45,000 to \$49,999	127	3.2%	69	
\$50,000 to \$59,999	543	13.8%	167	
\$60,000 to \$74,999	343	8.7%	124	
\$75,000 to \$99,999	512	13.0%	128	
\$100,000 to \$124,999	245	6.2%	94	
\$125,000 to \$149,999	62	1.6%	45	
\$150,000 to \$199,999	124	3.2%	65	
\$200,000 or more	41	1.0%	33	
Median Household Income for HHr 25-44	\$46,332		\$8,103	
Average Household Income for HHr 25-44	\$54,004		\$6,433	
HOUSEHOLDS WITH HOUSEHOLDER AGE 45-64 YEARS BY INCOME				
Total	3,857	100.0%	279	
Less than \$10,000	324	8.4%	127	
\$10,000 to \$14,999	79	2.0%	51	
\$15,000 to \$19,999	169	4.4%	83	
\$20,000 to \$24,999	128	3.3%	87	
\$25,000 to \$29,999	32	0.8%	30	
\$30,000 to \$34,999	256	6.6%	118	
\$35,000 to \$39,999	152	3.9%	113	
\$40,000 to \$44,999	108	2.8%	64	
\$45,000 to \$49,999	101	2.6%	73	
\$50,000 to \$59,999	439	11.4%	117	
\$60,000 to \$74,999	459	11.9%	126	
\$75,000 to \$99,999	661	17.1%	133	
\$100,000 to \$124,999	392	10.2%	116	
\$125,000 to \$149,999	255	6.6%	99	
\$150,000 to \$199,999	204	5.3%	107	
\$200,000 or more	98	2.5%	54	
Median Household Income for HHr 45-64	\$64,409		\$6,183	
Average Household Income for HHr 45-64	\$76,433		\$10,098	

Source: U.S. Census Bureau, 2005-2009 American Community Survey

Reliability: high medium low

December 23, 2013

Made with Esri Business Analyst



ACS Population Summary

Millville city_2
 Millville city, NJ (3401146680)
 Geography: County Subdivision

	2005 - 2009 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS WITH HOUSEHOLDER AGE 65+ YEARS BY INCOME				
Total	2,341	100.0%	211	
Less than \$10,000	248	10.6%	108	
\$10,000 to \$14,999	338	14.4%	116	
\$15,000 to \$19,999	262	11.2%	98	
\$20,000 to \$24,999	214	9.1%	88	
\$25,000 to \$29,999	170	7.3%	75	
\$30,000 to \$34,999	201	8.6%	80	
\$35,000 to \$39,999	129	5.5%	63	
\$40,000 to \$44,999	114	4.9%	84	
\$45,000 to \$49,999	64	2.7%	46	
\$50,000 to \$59,999	115	4.9%	64	
\$60,000 to \$74,999	162	6.9%	61	
\$75,000 to \$99,999	162	6.9%	65	
\$100,000 to \$124,999	105	4.5%	48	
\$125,000 to \$149,999	0	0.0%	123	
\$150,000 to \$199,999	26	1.1%	32	
\$200,000 or more	31	1.3%	34	
Median Household Income for HHr 65+	\$27,772		\$3,918	
Average Household Income for HHr 65+	\$47,240		\$13,521	

Data Note: N/A means not available. Population by Ratio of Income to Poverty Level represents persons for whom poverty status is determined. Household income represents income in 2009, adjusted for inflation.

2005-2009 ACS Estimate: The American Community Survey (ACS) replaces census sample data. Esri is releasing the 2005-2009 ACS estimates, five-year period data collected monthly from January 1, 2005 through December 31, 2009. Although the ACS includes many of the subjects previously covered by the decennial census sample, there are significant differences between the two surveys including fundamental differences in survey design and residency rules.

Margin of error (MOE): The MOE is a measure of the variability of the estimate due to sampling error. MOEs enable the data user to measure the range of uncertainty for each estimate with 90 percent confidence. The range of uncertainty is called the confidence interval, and it is calculated by taking the estimate +/- the MOE. For example, if the ACS reports an estimate of 100 with an MOE of +/- 20, then you can be 90 percent certain the value for the whole population falls between 80 and 120.

Reliability: These symbols represent threshold values that Esri has established from the Coefficients of Variation (CV) to designate the usability of the estimates. The CV measures the amount of sampling error relative to the size of the estimate, expressed as a percentage.

- High Reliability: Small CVs (less than or equal to 12 percent) are flagged green to indicate that the sampling error is small relative to the estimate and the estimate is reasonably reliable.
- Medium Reliability: Estimates with CVs between 12 and 40 are flagged yellow—use with caution.
- Low Reliability: Large CVs (over 40 percent) are flagged red to indicate that the sampling error is large relative to the estimate. The estimate is considered very unreliable.



Business Summary

Millville city_2
 Millville city, NJ (3401146680)
 Geography: County Subdivision

Data for all businesses in area	Millville city, NJ (34011...
Total Businesses:	1,122
Total Employees:	10,231
Total Residential Population:	28,496
Employee/Residential Population Ratio:	0.36

by SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	30	2.7%	82	0.8%
Construction	123	11.0%	426	4.2%
Manufacturing	63	5.6%	2,156	21.1%
Transportation	44	3.9%	409	4.0%
Communication	10	0.9%	105	1.0%
Utility	3	0.3%	88	0.9%
Wholesale Trade	46	4.1%	318	3.1%
Retail Trade Summary	216	19.3%	2,324	22.7%
Home Improvement	17	1.5%	192	1.9%
General Merchandise Stores	7	0.6%	492	4.8%
Food Stores	30	2.7%	440	4.3%
Auto Dealers, Gas Stations, Auto Aftermarket	15	1.3%	201	2.0%
Apparel & Accessory Stores	14	1.2%	106	1.0%
Furniture & Home Furnishings	21	1.9%	90	0.9%
Eating & Drinking Places	52	4.6%	467	4.6%
Miscellaneous Retail	60	5.3%	336	3.3%
Finance, Insurance, Real Estate Summary	62	5.5%	647	6.3%
Banks, Savings & Lending Institutions	9	0.8%	65	0.6%
Securities Brokers	0	0.0%	0	0.0%
Insurance Carriers & Agents	6	0.5%	327	3.2%
Real Estate, Holding, Other Investment Offices	47	4.2%	255	2.5%
Services Summary	516	46.0%	3,479	34.0%
Hotels & Lodging	3	0.3%	28	0.3%
Automotive Services	26	2.3%	100	1.0%
Motion Pictures & Amusements	25	2.2%	128	1.3%
Health Services	58	5.2%	983	9.6%
Legal Services	18	1.6%	75	0.7%
Education Institutions & Libraries	19	1.7%	965	9.4%
Other Services	367	32.7%	1,200	11.7%
Government	9	0.8%	197	1.9%
Totals	1,122	100%	10,231	100%

Source: Copyright 2012 Dun & Bradstreet, Inc. All rights reserved. Esri Total Residential Population forecasts for 2012.

December 23, 2013



Business Summary

Millville city_2
 Millville city, NJ (3401146680)
 Geography: County Subdivision

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	12	1.1%	23	0.2%
Mining	1	0.1%	13	0.1%
Utilities	1	0.1%	50	0.5%
Construction	123	11.0%	426	4.2%
Manufacturing	57	5.1%	2,135	20.9%
Wholesale Trade	47	4.2%	320	3.1%
Retail Trade	164	14.6%	1,857	18.2%
Motor Vehicle & Parts Dealers	10	0.9%	171	1.7%
Furniture & Home Furnishings Stores	14	1.2%	62	0.6%
Electronics & Appliance Stores	7	0.6%	20	0.2%
Bldg Material & Garden Equipment & Supplies Dealers	17	1.5%	192	1.9%
Food & Beverage Stores	29	2.6%	458	4.5%
Health & Personal Care Stores	11	1.0%	87	0.9%
Gasoline Stations	5	0.4%	30	0.3%
Clothing & Clothing Accessories Stores	18	1.6%	119	1.2%
Sport Goods, Hobby, Book, & Music Stores	12	1.1%	80	0.8%
General Merchandise Stores	7	0.6%	492	4.8%
Miscellaneous Store Retailers	30	2.7%	140	1.4%
Nonstore Retailers	4	0.4%	6	0.1%
Transportation & Warehousing	41	3.7%	230	2.2%
Information	25	2.2%	163	1.6%
Finance & Insurance	18	1.6%	401	3.9%
Central Bank/Credit Intermediation & Related Activities	9	0.8%	65	0.6%
Securities, Commodity Contracts & Other Financial Investments & Other Related Activities	3	0.3%	9	0.1%
Insurance Carriers & Related Activities; Funds, Trusts & Other Financial Vehicles	6	0.5%	327	3.2%
Real Estate, Rental & Leasing	46	4.1%	287	2.8%
Professional, Scientific & Tech Services	104	9.3%	338	3.3%
Legal Services	21	1.9%	89	0.9%
Management of Companies & Enterprises	1	0.1%	2	0.0%
Administrative & Support & Waste Management & Remediation Services	139	12.4%	300	2.9%
Educational Services	21	1.9%	966	9.4%
Health Care & Social Assistance	87	7.8%	1,357	13.3%
Arts, Entertainment & Recreation	19	1.7%	115	1.1%
Accommodation & Food Services	55	4.9%	495	4.8%
Accommodation	3	0.3%	28	0.3%
Food Services & Drinking Places	52	4.6%	467	4.6%
Other Services (except Public Administration)	152	13.5%	556	5.4%
Automotive Repair & Maintenance	22	2.0%	50	0.5%
Public Administration	9	0.8%	197	1.9%
Total	1,122	100%	10,231	100%

Source: Copyright 2012 Dun & Bradstreet, Inc. All rights reserved. Esri Total Residential Population forecasts for 2012.

December 23, 2013



1990-2000 Comparison Profile

Millville city_2
 Millville city, NJ (3401146680)
 Geography: County Subdivision

	1990		Census 2000		1990-2000
	Number	Percent	Number	Percent	Annual Rate
Total Population	25,992	-	26,847	-	0.32%
Total Households	9,640	100.0%	10,043	100.0%	0.41%
Average Household Size	2.67	-	2.65	-	-0.08%
Total Families	6,877	71.3%	7,011	69.8%	0.19%
Average Family Size	3.16	-	3.15	-	-0.03%
Per Capita Income	\$13,748	-	\$18,632	-	3.09%
Total Housing Units	10,150	-	10,652	-	0.48%

Population by Sex					
Male	12,312	47.4%	12,678	47.2%	0.29%
Female	13,680	52.6%	14,169	52.8%	0.35%

Population by Age					
Total	25,992	100.0%	26,847	100.0%	0.32%
Age 0 - 4	1,985	7.6%	1,871	7.0%	-0.59%
Age 5 - 9	1,976	7.6%	2,187	8.1%	1.02%
Age 10 - 14	1,831	7.0%	2,228	8.3%	1.98%
Age 15 - 19	1,955	7.5%	1,903	7.1%	-0.27%
Age 20 - 24	1,869	7.2%	1,631	6.1%	-1.35%
Age 25 - 29	2,155	8.3%	1,828	6.8%	-1.63%
Age 30 - 34	2,078	8.0%	1,777	6.6%	-1.55%
Age 35 - 39	1,994	7.7%	2,111	7.9%	0.57%
Age 40 - 44	1,833	7.1%	2,021	7.5%	0.98%
Age 45 - 49	1,453	5.6%	1,826	6.8%	2.31%
Age 50 - 54	1,135	4.4%	1,716	6.4%	4.22%
Age 55 - 59	1,119	4.3%	1,295	4.8%	1.47%
Age 60 - 64	1,138	4.4%	993	3.7%	-1.35%
Age 65 - 69	1,183	4.6%	902	3.4%	-2.68%
Age 70 - 74	939	3.6%	847	3.2%	-1.03%
Age 75 - 79	644	2.5%	803	3.0%	2.23%
Age 80 - 84	434	1.7%	515	1.9%	1.73%
Age 85+	271	1.0%	393	1.5%	3.79%
Median Age	32.9		35.0		0.62%
Age 18+	19,084	73.4%	19,349	72.1%	0.14%
Age 65+	3,471	13.4%	3,460	12.9%	-0.03%

Households by Household Income					
Household Income Base	9,578	100.0%	10,072	100.0%	0.50%
< \$15,000	2,292	23.9%	1,849	18.4%	-2.12%
\$15,000 - \$24,999	1,480	15.5%	1,272	12.6%	-1.50%
\$25,000 - \$34,999	1,565	16.3%	1,310	13.0%	-1.76%
\$35,000 - \$49,999	1,974	20.6%	1,826	18.1%	-0.78%
\$50,000 - \$74,999	1,661	17.3%	1,917	19.0%	1.44%
\$75,000 - \$99,999	399	4.2%	1,082	10.7%	10.49%
\$100,000 - \$149,999	158	1.6%	607	6.0%	14.41%
\$150,000+	49	0.5%	209	2.1%	15.61%
Median Household Income	\$31,263		\$40,430		2.60%
Average Household Income	\$36,875		\$49,246		2.94%

Data Note: Detail may not sum to totals due to rounding. Census 2000 medians are computed from reported data distributions. The "1990-2000 Annual Rate" is an annual compound rate.

Source: U.S. Bureau of the Census, 2000 Census Population and Housing.



1990-2000 Comparison Profile

Millville city_2
 Millville city, NJ (3401146680)
 Geography: County Subdivision

Families by Family Income	1990		Census 2000		1990-2000
	Number	Percent	Number	Percent	Annual Rate
Family Income Base	6,741	100.0%	7,054	100.0%	0.45%
< \$15,000	1,005	14.9%	935	13.3%	-0.72%
\$15,000 - \$24,999	929	13.8%	778	11.0%	-1.76%
\$25,000 - \$34,999	1,171	17.4%	921	13.1%	-2.37%
\$35,000 - \$49,999	1,661	24.6%	1,204	17.1%	-3.17%
\$50,000 - \$74,999	1,403	20.8%	1,624	23.0%	1.47%
\$75,000 - \$99,999	374	5.5%	876	12.4%	8.88%
\$100,000 - \$149,999	149	2.2%	543	7.7%	13.81%
\$150,000+	49	0.7%	173	2.5%	13.44%
Median Family Income	\$36,738		\$46,183		2.31%
Average Family Income	\$43,574		\$55,270		2.41%

Households by Poverty Status and Household Type					
Total	9,578	100.0%	10,072	100.0%	0.50%
Below Poverty Level	1,117	11.7%	1,380	13.7%	2.14%
Married-Couple Family	192	2.0%	250	2.5%	2.67%
Other Family - Male householder, No Wife	38	0.4%	60	0.6%	4.67%
Other Family - Female householder, No Husband	404	4.2%	543	5.4%	3.00%
Nonfamily Households	483	5.0%	527	5.2%	0.88%
At or Above Poverty Level	8,461	88.3%	8,692	86.3%	0.27%
Married-Couple Family	4,945	51.6%	4,635	46.0%	-0.65%
Other Family - Male householder, No Wife	401	4.2%	427	4.2%	0.63%
Other Family - Female householder, No Husband	918	9.6%	1,139	11.3%	2.18%
Nonfamily Households	2,197	22.9%	2,491	24.7%	1.26%

Households by Type					
Total	9,640	100.0%	10,043	100.0%	0.41%
Family Households	6,877	71.3%	7,011	69.8%	0.19%
Married-couple Families	5,034	52.2%	4,671	46.5%	-0.75%
With Related Children	2,415	25.1%	2,269	22.6%	-0.62%
Other Family (No Spouse Present)	1,843	19.1%	2,340	23.3%	2.42%
With Related Children	1,244	12.9%	1,638	16.3%	2.79%
Nonfamily Households	2,763	28.7%	3,032	30.2%	0.93%
Householder Living Alone	2,296	23.8%	2,519	25.1%	0.93%
Householder not Living Alone	467	4.8%	513	5.1%	0.94%
Households with Related Children	3,659	38.0%	3,907	38.9%	0.66%

Households by Vehicles Available					
Total	9,639	100%	10,043	100%	0.41%
None	1,244	12.9%	1,481	14.7%	1.76%
1	3,510	36.4%	3,722	37.1%	0.59%
2	3,461	35.9%	3,522	35.1%	0.17%
3	1,093	11.3%	993	9.9%	-0.95%
4	273	2.8%	216	2.2%	-2.31%
5+	58	0.6%	109	1.1%	6.51%
Average Number of Vehicles Available	1.6		1.5		-0.64%

Source: U.S. Bureau of the Census, 2000 Census Population and Housing.



1990-2000 Comparison Profile

Millville city_2
 Millville city, NJ (3401146680)
 Geography: County Subdivision

Housing Units by Occupancy	1990		Census 2000		1990-2000
	Number	Percent	Number	Percent	Annual Rate
Total	10,150	100.0%	10,652	100.0%	0.48%
Occupied Housing Units	9,640	95.0%	10,043	94.3%	0.41%
Owner Occupied Housing Units	6,087	60.0%	6,413	60.2%	0.52%
Renter Occupied Housing Units	3,553	35.0%	3,630	34.1%	0.21%
Vacant Housing Units	510	5.0%	609	5.7%	1.79%
For Rent	213	2.1%	224	2.1%	0.50%
For Sale Only	98	1.0%	130	1.2%	2.87%
Rented or Sold, Not Occupied	54	0.5%	42	0.4%	-2.48%
For Seasonal/Recreational/Occasional Use	46	0.5%	57	0.5%	2.17%
For Migrant Workers	0	0.0%	0	0.0%	0.00%
Other Vacant	99	1.0%	156	1.5%	4.65%

Housing Units by Units in Structure					
Total	10,150	100.0%	10,652	100.0%	0.48%
1, Detached	5,906	58.2%	6,381	59.9%	0.78%
1, Attached	940	9.3%	1,071	10.1%	1.31%
2	625	6.2%	635	6.0%	0.16%
3 or 4	630	6.2%	703	6.6%	1.10%
5 to 9	414	4.1%	310	2.9%	-2.85%
10 to 19	582	5.7%	407	3.8%	-3.51%
20+	711	7.0%	845	7.9%	1.74%
Mobile Home	255	2.5%	300	2.8%	1.64%
Other	87	0.9%	0	0.0%	-100.00%

Specified Owner Occupied Housing Units by Value					
Total	5,243	100.0%	5,850	100.0%	1.10%
< \$50,000	1,261	24.1%	645	11.0%	-6.48%
\$50,000 - \$99,999	2,940	56.1%	3,250	55.6%	1.01%
\$100,000 - \$149,999	744	14.2%	1,476	25.2%	7.09%
\$150,000 - \$199,999	189	3.6%	369	6.3%	6.92%
\$200,000 - \$299,999	78	1.5%	110	1.9%	3.50%
\$300,000 - \$499,999	30	0.6%	0	0.0%	-100.00%
\$500,000 +	1	0.0%	0	0.0%	-100.00%
Median Home Value	\$70,464		\$86,725		2.10%
Average Home Value	\$79,104		\$93,440		1.68%

Specified Renter Occupied Housing Units by Rent					
Total	3,491	100.0%	3,604	100.0%	0.32%
With Cash Rent	3,392	97.2%	3,518	97.6%	0.37%
< \$200	717	20.5%	534	14.8%	-2.90%
\$200 - \$499	2,034	58.3%	1,206	33.5%	-5.09%
\$500 - \$749	618	17.7%	1,669	46.3%	10.45%
\$750 - \$999	20	0.6%	99	2.7%	17.34%
\$1000 +	3	0.1%	10	0.3%	12.79%
No Cash Rent	99	2.8%	86	2.4%	-1.40%
Median Rent	\$403		\$502		2.22%
Average Rent	\$368		\$455		2.14%

Data Note: Specified owner occupied Housing Units include only single family units on less than 10 acres, with no business or medical office on site. Specified renter occupied HUs exclude single family units on 10+ acres. Average Rent excludes units paying no cash rent. Rent, Home Value and Units in Structure data are complete counts in 1990 and sample counts in 2000, so changes in enumeration can affect comparability.

Source: U.S. Bureau of the Census, 2000 Census Population and Housing.



1990-2000 Comparison Profile

Millville city_2
 Millville city, NJ (3401146680)
 Geography: County Subdivision

Population 16+ by Employment Status	1990		Census 2000		1990-2000
	Number	Percent	Number	Percent	Annual Rate
Total	19,899	100.0%	20,155	100.0%	0.13%
In Labor Force	13,052	65.6%	13,015	64.6%	-0.03%
Civilian Employed	12,192	61.3%	11,791	58.5%	-0.33%
Civilian Unemployed	836	4.2%	1,212	6.0%	3.78%
In Armed Forces	24	0.1%	12	0.1%	-6.70%
Not in Labor Force	6,847	34.4%	7,140	35.4%	0.42%
Workers 16+ by Place of Work					
Total	11,974	100.0%	11,433	100.0%	-0.46%
Worked in State of Residence	11,800	98.5%	11,268	98.6%	-0.46%
Worked in County of Residence	9,883	82.5%	9,107	79.7%	-0.81%
Worked outside County of Residence	1,917	16.0%	2,161	18.9%	1.21%
Worked outside State of Residence	174	1.5%	165	1.4%	-0.53%
Workers 16+ by Transportation to Work					
Total	11,974	100.0%	11,433	100.0%	-0.46%
Drove Alone - Car, Truck or Van	8,845	73.9%	9,199	80.5%	0.39%
Carpooled - Car, Truck or Van	2,172	18.1%	1,267	11.1%	-5.25%
Public Transportation	192	1.6%	321	2.8%	5.27%
Walked	370	3.1%	257	2.2%	-3.58%
Other Means	198	1.7%	149	1.3%	-2.80%
Worked at Home	197	1.6%	240	2.1%	1.99%
Workers 16+ by Travel Time to Work					
Total	11,974	100.0%	11,433	100.0%	-0.46%
Did not Work at Home	11,777	98.4%	11,193	97.9%	-0.51%
Less than 5 minutes	623	5.2%	533	4.7%	-1.55%
5 to 9 minutes	2,519	21.0%	1,652	14.4%	-4.13%
10 to 19 minutes	4,230	35.3%	4,110	35.9%	-0.29%
20 to 24 minutes	1,613	13.5%	1,612	14.1%	-0.01%
25 to 34 minutes	1,180	9.9%	1,464	12.8%	2.18%
35 to 44 minutes	363	3.0%	499	4.4%	3.23%
45 to 59 minutes	735	6.1%	585	5.1%	-2.26%
60 to 89 minutes	420	3.5%	458	4.0%	0.87%
90 or more minutes	94	0.8%	280	2.4%	11.53%
Worked at Home	197	1.6%	240	2.1%	1.99%
Average Travel Time to Work (in minutes)	18.5		22.4		1.93%
Population 15+ by Sex and Marital Status					
Total	20,200	100.0%	20,559	100.0%	0.18%
Females	10,868	53.8%	11,060	53.8%	0.18%
Never Married	2,608	12.9%	3,154	15.3%	1.92%
Married, not Separated	5,262	26.0%	4,961	24.1%	-0.59%
Married, Separated	435	2.2%	366	1.8%	-1.71%
Widowed	1,520	7.5%	1,376	6.7%	-0.99%
Divorced	1,043	5.2%	1,203	5.9%	1.44%
Males	9,332	46.2%	9,499	46.2%	0.18%
Never Married	2,779	13.8%	3,131	15.2%	1.20%
Married, not Separated	5,271	26.1%	5,088	24.7%	-0.35%
Married, Separated	268	1.3%	189	0.9%	-3.43%
Widowed	297	1.5%	268	1.3%	-1.02%
Divorced	717	3.5%	823	4.0%	1.39%

Data Note: Marital status data are complete counts in 1990 and sample counts in 2000, so changes in enumeration can affect comparability.

Source: U.S. Bureau of the Census, 2000 Census Population and Housing.



1990-2000 Comparison Profile

Millville city_2
 Millville city, NJ (3401146680)
 Geography: County Subdivision

Population by Race	1990		Census 2000		1990-2000
	Number	Percent	Number	Percent	Annual Rate
Total	25,992	100.0%	26,847	100.0%	0.32%
White Alone	22,116	85.1%	20,438	76.1%	-0.79%
Black or African American Alone	2,194	8.4%	4,025	15.0%	6.26%
American Indian or Alaskan Native Alone	101	0.4%	139	0.5%	3.25%
Asian Alone	148	0.6%	216	0.8%	3.85%
Pacific Islander Alone	6	0.0%	8	0.0%	2.92%
Some Other Race Alone	1,019	3.9%	1,384	5.2%	3.11%
Two or More Races	408	1.6%	637	2.4%	4.56%

Diversity Index	37.2		51.7		3.35%
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Hispanic Population by Race					
	1990	Percent	2000	Percent	Annual Rate
Total	1,977	100.0%	2,998	100.0%	4.25%
White Alone	844	42.7%	1,223	40.8%	3.78%
Black or African American Alone	109	5.5%	174	5.8%	4.79%
American Indian or Alaskan Native Alone	8	0.4%	37	1.2%	16.55%
Asian or Pacific Islander Alone	13	0.7%	3	0.1%	-13.64%
Some Other Race Alone	985	49.8%	1,365	45.5%	3.32%
Two or More Races	18	0.9%	196	6.5%	26.97%

Population 3+ by School Enrollment					
	1990	Percent	2000	Percent	Annual Rate
Total	24,842	100.0%	25,684	100.0%	0.33%
Enrolled in Public Preschool/Kindergarten	373	1.5%	839	3.3%	8.44%
Enrolled in Private Preschool/Kindergarten	183	0.7%	119	0.5%	-4.21%
Enrolled in Public Elementary/High School	4,321	17.4%	5,007	19.5%	1.48%
Enrolled in Private Elementary/High School	353	1.4%	361	1.4%	0.22%
Enrolled in Public College	1,074	4.3%	719	2.8%	-3.93%
Enrolled in Private College	174	0.7%	147	0.6%	-1.67%
Not Enrolled in School	18,364	73.9%	18,492	72.0%	0.07%

Population 25+ by Educational Attainment					
	1990	Percent	2000	Percent	Annual Rate
Total	16,303	100.0%	16,998	100.0%	0.42%
Less than 9th Grade	1,791	11.0%	1,319	7.8%	-3.01%
9th to 12th Grade, No Diploma	3,127	19.2%	3,075	18.1%	-0.17%
High School Graduate	6,121	37.5%	6,583	38.7%	0.73%
Some College, No Degree	2,362	14.5%	3,037	17.9%	2.55%
Associate Degree	1,007	6.2%	913	5.4%	-0.98%
Bachelor's Degree	1,365	8.4%	1,523	9.0%	1.10%
Master's/Professional/Doctorate Degree	530	3.3%	548	3.2%	0.33%

Data Note: The 1990 Census reported population by single races only. Esri estimates the multiracial population from 1990 Census data for the total population. In the 1990 Census, "Asian" and "Pacific Islander" were not reported separately for the Hispanic Origin population. To compare the data, "Asian" and "Pacific Islander" are combined in 2000. The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that 2 persons, chosen at random from the same area, belong to different race or ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census Population and Housing.



Demographic and Income Profile

Millville city_2
 Millville city, NJ (3401146680)
 Geography: County Subdivision

Summary	Census 2010	2012	2017
Population	28,400	28,496	29,200
Households	10,648	10,745	10,908
Families	7,185	7,231	7,334
Average Household Size	2.65	2.63	2.66
Owner Occupied Housing Units	6,585	6,450	6,636
Renter Occupied Housing Units	4,063	4,295	4,272
Median Age	36.5	36.8	37.5
Trends: 2012 - 2017 Annual Rate	Area	State	National
Population	0.49%	0.24%	0.68%
Households	0.30%	0.25%	0.74%
Families	0.28%	0.21%	0.72%
Owner HHs	0.57%	0.38%	0.91%
Median Household Income	3.11%	3.52%	2.55%

Households by Income	2012		2017	
	Number	Percent	Number	Percent
<\$15,000	1,790	16.7%	1,750	16.0%
\$15,000 - \$24,999	1,179	11.0%	1,017	9.3%
\$25,000 - \$34,999	1,131	10.5%	958	8.8%
\$35,000 - \$49,999	1,589	14.8%	1,343	12.3%
\$50,000 - \$74,999	1,994	18.6%	1,829	16.8%
\$75,000 - \$99,999	1,390	12.9%	1,946	17.8%
\$100,000 - \$149,999	1,265	11.8%	1,527	14.0%
\$150,000 - \$199,999	281	2.6%	382	3.5%
\$200,000+	126	1.2%	156	1.4%
Median Household Income	\$46,191		\$53,830	
Average Household Income	\$58,674		\$66,065	
Per Capita Income	\$22,360		\$24,918	

Population by Age	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,975	7.0%	1,974	6.9%	2,021	6.9%
5 - 9	2,104	7.4%	2,094	7.3%	2,135	7.3%
10 - 14	1,927	6.8%	1,897	6.7%	1,947	6.7%
15 - 19	2,193	7.7%	2,091	7.3%	2,029	6.9%
20 - 24	1,936	6.8%	1,978	6.9%	1,868	6.4%
25 - 34	3,504	12.3%	3,567	12.5%	3,677	12.6%
35 - 44	3,635	12.8%	3,541	12.4%	3,537	12.1%
45 - 54	3,987	14.0%	3,876	13.6%	3,660	12.5%
55 - 64	3,381	11.9%	3,552	12.5%	3,788	13.0%
65 - 74	2,060	7.3%	2,212	7.8%	2,710	9.3%
75 - 84	1,185	4.2%	1,183	4.2%	1,262	4.3%
85+	513	1.8%	531	1.9%	566	1.9%

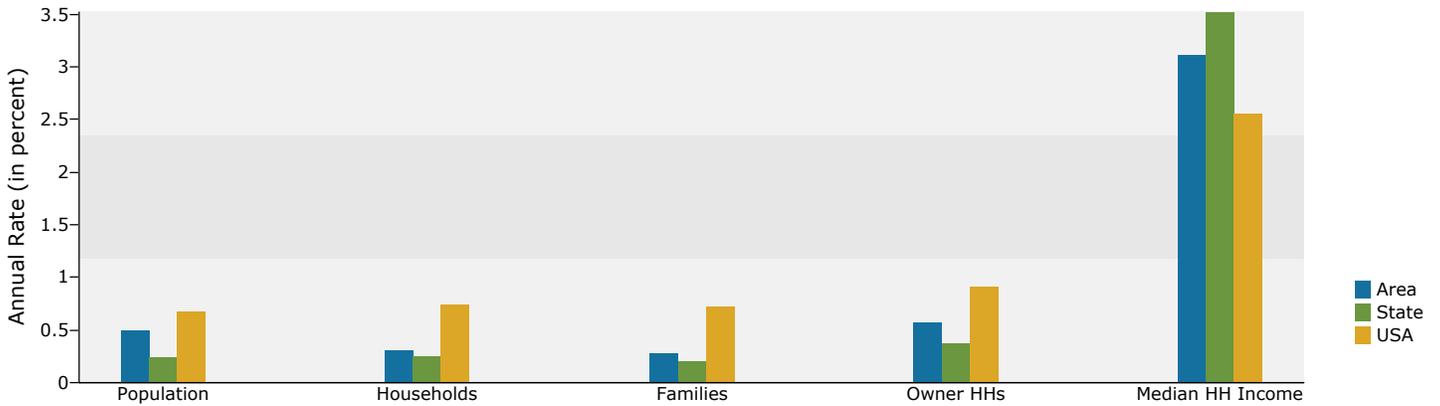
Race and Ethnicity	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
White Alone	19,608	69.0%	19,509	68.5%	19,627	67.2%
Black Alone	5,631	19.8%	5,969	20.9%	6,156	21.1%
American Indian Alone	266	0.9%	188	0.7%	188	0.6%
Asian Alone	338	1.2%	300	1.1%	356	1.2%
Pacific Islander Alone	18	0.1%	12	0.0%	14	0.0%
Some Other Race Alone	1,488	5.2%	1,550	5.4%	1,777	6.1%
Two or More Races	1,051	3.7%	968	3.4%	1,082	3.7%
Hispanic Origin (Any Race)	4,239	14.9%	4,292	15.1%	5,049	17.3%

Data Note: Income is expressed in current dollars.

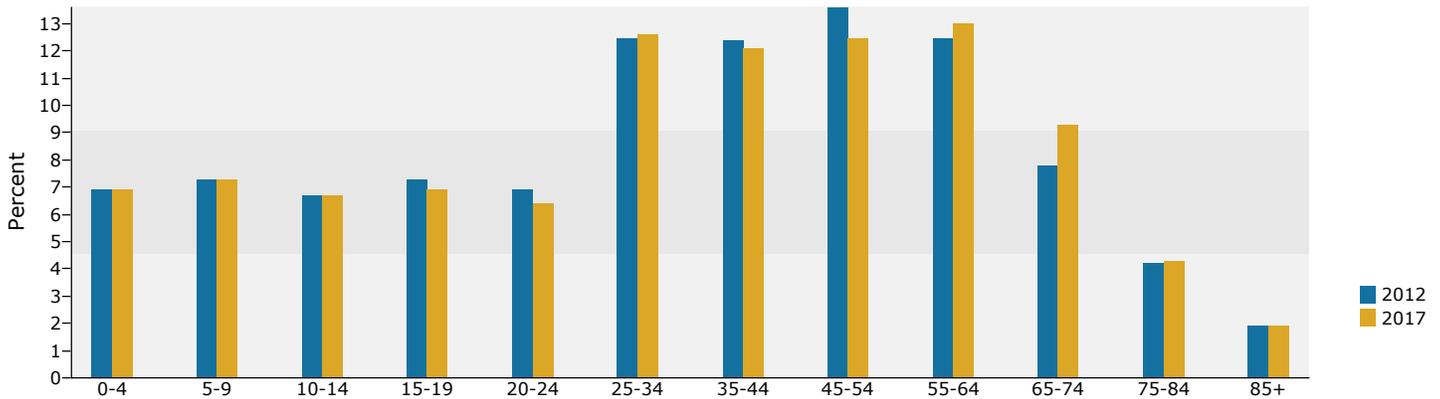
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

Millville city_2
 Millville city, NJ (3401146680)
 Geography: County Subdivision

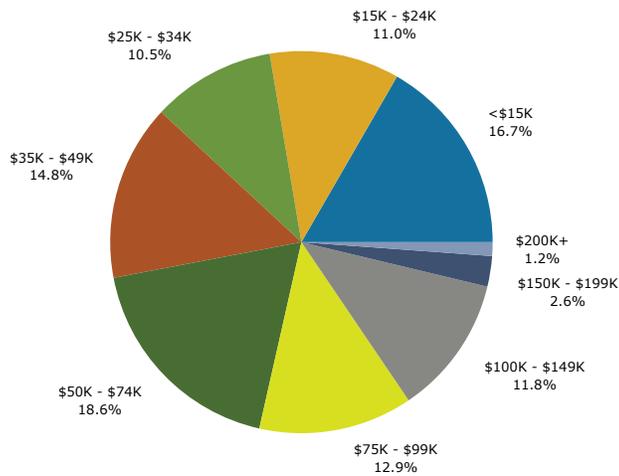
Trends 2012-2017



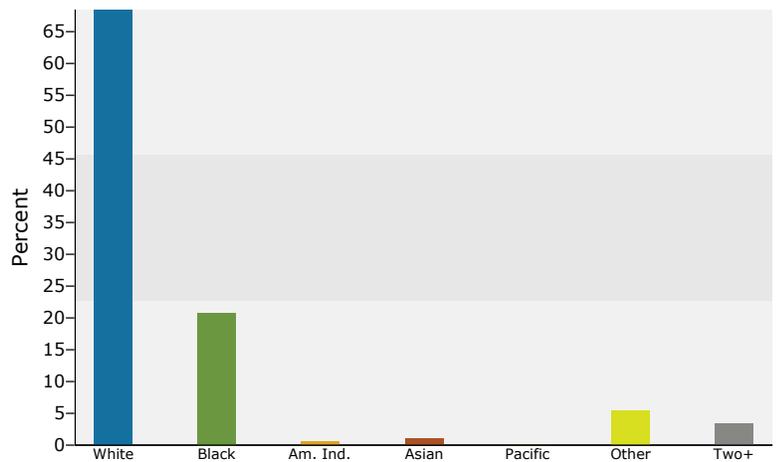
Population by Age



2012 Household Income



2012 Population by Race



2012 Percent Hispanic Origin: 15.1%

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



Executive Summary

Millville city_2
Millville city, NJ (3401146680)
Geography: County Subdivision

Millville city, NJ (34011...

Population

2000 Population	26,847
2010 Population	28,400
2012 Population	28,496
2017 Population	29,200
2000-2010 Annual Rate	0.56%
2010-2012 Annual Rate	0.15%
2012-2017 Annual Rate	0.49%
2012 Male Population	47.6%
2012 Female Population	52.4%
2012 Median Age	36.8

In the identified area, the current year population is 28,496. In 2010, the Census count in the area was 28,400. The rate of change since 2010 was 0.15% annually. The five-year projection for the population in the area is 29,200 representing a change of 0.49% annually from 2012 to 2017. Currently, the population is 47.6% male and 52.4% female.

Median Age

The median age in this area is 36.8, compared to U.S. median age of 37.3.

Race and Ethnicity

2012 White Alone	68.5%
2012 Black Alone	20.9%
2012 American Indian/Alaska Native Alone	0.7%
2012 Asian Alone	1.1%
2012 Pacific Islander Alone	0.0%
2012 Other Race	5.4%
2012 Two or More Races	3.4%
2012 Hispanic Origin (Any Race)	15.1%

Persons of Hispanic origin represent 15.1% of the population in the identified area compared to 16.9% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 61.8 in the identified area, compared to 61.4 for the U.S. as a whole.

Households

2000 Households	10,043
2010 Households	10,648
2012 Total Households	10,745
2017 Total Households	10,908
2000-2010 Annual Rate	0.59%
2010-2012 Annual Rate	0.40%
2012-2017 Annual Rate	0.30%
2012 Average Household Size	2.63

The household count in this area has changed from 10,648 in 2010 to 10,745 in the current year, a change of 0.40% annually. The five-year projection of households is 10,908, a change of 0.30% annually from the current year total. Average household size is currently 2.63, compared to 2.65 in the year 2010. The number of families in the current year is 7,231 in the specified area.

Data Note: Income is expressed in current dollars

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017. Esri converted Census 2000 data into 2010 geography.

December 23, 2013

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Executive Summary

Millville city_2
Millville city, NJ (3401146680)
Geography: County Subdivision

Millville city, NJ (34011...

Median Household Income

2012 Median Household Income	\$46,191
2017 Median Household Income	\$53,830
2012-2017 Annual Rate	3.11%

Average Household Income

2012 Average Household Income	\$58,674
2017 Average Household Income	\$66,065
2012-2017 Annual Rate	2.40%

Per Capita Income

2012 Per Capita Income	\$22,360
2017 Per Capita Income	\$24,918
2012-2017 Annual Rate	2.19%

Households by Income

Current median household income is \$46,191 in the area, compared to \$50,157 for all U.S. households. Median household income is projected to be \$53,830 in five years, compared to \$56,895 for all U.S. households

Current average household income is \$58,674 in this area, compared to \$68,162 for all U.S households. Average household income is projected to be \$66,065 in five years, compared to \$77,137 for all U.S. households

Current per capita income is \$22,360 in the area, compared to the U.S. per capita income of \$26,409. The per capita income is projected to be \$24,918 in five years, compared to \$29,882 for all U.S. households

Housing

2000 Total Housing Units	10,652
2000 Owner Occupied Housing Units	6,414
2000 Owner Occupied Housing Units	3,629
2000 Vacant Housing Units	609
2010 Total Housing Units	11,435
2010 Owner Occupied Housing Units	6,585
2010 Renter Occupied Housing Units	4,063
2010 Vacant Housing Units	787
2012 Total Housing Units	11,552
2012 Owner Occupied Housing Units	6,450
2012 Renter Occupied Housing Units	4,295
2012 Vacant Housing Units	807
2017 Total Housing Units	11,751
2017 Owner Occupied Housing Units	6,636
2017 Renter Occupied Housing Units	4,272
2017 Vacant Housing Units	843

Currently, 55.8% of the 11,552 housing units in the area are owner occupied; 37.2%, renter occupied; and 7.0% are vacant. Currently, in the U.S., 56.5% of the housing units in the area are owner occupied; 32.1% are renter occupied; and 11.4% are vacant. In 2010, there were 11,435 housing units in the area - 57.6% owner occupied, 35.5% renter occupied, and 6.9% vacant. The annual rate of change in housing units since 2010 is 0.45%. Median home value in the area is \$168,613, compared to a median home value of \$167,749 for the U.S. In five years, median value is projected to change by -0.33% annually to \$165,844.

Data Note: Income is expressed in current dollars

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017. Esri converted Census 2000 data into 2010 geography.

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Retail Goods and Services Expenditures

Millville city_2
 Millville city, NJ (3401146680)
 Geography: County Subdivision

Top Tapestry Segments	Percent	Demographic Summary	2012	2017
Cozy and Comfortable	21.5%	Population	28,496	29,200
City Dimensions	10.9%	Households	10,745	10,908
Simple Living	10.8%	Families	7,231	7,334
Aspiring Young Families	9.4%	Median Age	36.8	37.5
Main Street, USA	7.3%	Median Household Income	\$46,191	\$53,830
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		59	\$1,269.59	\$13,641,762
Men's		56	\$226.66	\$2,435,455
Women's		51	\$387.96	\$4,168,679
Children's		66	\$231.04	\$2,482,536
Footwear		43	\$175.11	\$1,881,605
Watches & Jewelry		86	\$122.35	\$1,314,660
Apparel Products and Services (1)		141	\$126.46	\$1,358,826
Computer				
Computers and Hardware for Home Use		87	\$168.07	\$1,805,919
Portable Memory		90	\$6.53	\$70,141
Computer Software		85	\$15.90	\$170,820
Computer Accessories		88	\$13.92	\$149,618
Entertainment & Recreation		89	\$2,755.73	\$29,610,317
Fees and Admissions		87	\$520.35	\$5,591,178
Membership Fees for Clubs (2)		87	\$137.15	\$1,473,723
Fees for Participant Sports, excl. Trips		86	\$95.90	\$1,030,398
Admission to Movie/Theatre/Opera/Ballet		87	\$129.30	\$1,389,334
Admission to Sporting Events, excl. Trips		92	\$54.64	\$587,114
Fees for Recreational Lessons		87	\$102.95	\$1,106,235
Dating Services		99	\$0.41	\$4,374
TV/Video/Audio		89	\$1,086.38	\$11,673,200
Cable and Satellite Television Services		89	\$728.58	\$7,828,598
Televisions		90	\$135.94	\$1,460,714
Satellite Dishes		90	\$1.36	\$14,568
VCRs, Video Cameras, and DVD Players		87	\$10.66	\$114,562
Miscellaneous Video Equipment		92	\$6.72	\$72,198
Video Cassettes and DVDs		88	\$29.49	\$316,897
Video Game Hardware/Accessories		90	\$22.97	\$246,777
Video Game Software		92	\$26.10	\$280,398
Streaming/Downloaded Video		85	\$3.00	\$32,191
Rental of Video Cassettes and DVDs		87	\$22.63	\$243,141
Installation of Televisions		91	\$0.75	\$8,010
Audio (3)		86	\$94.47	\$1,015,112
Rental and Repair of TV/Radio/Sound Equipment		82	\$3.73	\$40,033
Pets		102	\$513.54	\$5,517,938
Toys and Games (4)		88	\$116.75	\$1,254,436
Recreational Vehicles and Fees (5)		82	\$176.33	\$1,894,615
Sports/Recreation/Exercise Equipment (6)		75	\$126.25	\$1,356,568
Photo Equipment and Supplies (7)		87	\$64.62	\$694,381
Reading (8)		88	\$128.30	\$1,378,605
Catered Affairs (9)		93	\$23.21	\$249,396
Food		88	\$6,863.23	\$73,745,444
Food at Home		88	\$4,224.77	\$45,395,196
Bakery and Cereal Products		89	\$596.02	\$6,404,217
Meats, Poultry, Fish, and Eggs		88	\$922.81	\$9,915,643
Dairy Products		88	\$448.50	\$4,819,158
Fruits and Vegetables		89	\$799.87	\$8,594,591
Snacks and Other Food at Home (10)		89	\$1,457.57	\$15,661,586
Food Away from Home		87	\$2,638.46	\$28,350,248
Alcoholic Beverages		87	\$439.71	\$4,724,708
Nonalcoholic Beverages at Home		89	\$398.77	\$4,284,814

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

Source: Esri forecasts for 2012 and 2017; Consumer Spending data are derived from the 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Goods and Services Expenditures

Millville city_2
 Millville city, NJ (3401146680)
 Geography: County Subdivision

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	67	\$1,308.55	\$14,060,328
Vehicle Loans	87	\$3,167.93	\$34,039,364
Health			
Nonprescription Drugs	86	\$100.76	\$1,082,622
Prescription Drugs	87	\$401.62	\$4,315,456
Eyeglasses and Contact Lenses	88	\$72.08	\$774,449
Home			
Mortgage Payment and Basics (11)	86	\$7,736.21	\$83,125,605
Maintenance and Remodeling Services	84	\$1,292.75	\$13,890,637
Maintenance and Remodeling Materials (12)	83	\$228.00	\$2,449,822
Utilities, Fuel, and Public Services	89	\$4,260.64	\$45,780,559
Household Furnishings and Equipment			
Household Textiles (13)	87	\$87.20	\$936,957
Furniture	87	\$399.40	\$4,291,512
Rugs	92	\$22.23	\$238,811
Major Appliances (14)	84	\$220.87	\$2,373,252
Housewares (15)	75	\$53.20	\$571,600
Small Appliances	88	\$37.19	\$399,657
Luggage	87	\$7.31	\$78,591
Telephones and Accessories	79	\$39.98	\$429,553
Household Operations			
Child Care	87	\$367.51	\$3,948,863
Lawn and Garden (16)	84	\$339.02	\$3,642,734
Moving/Storage/Freight Express	89	\$55.39	\$595,151
Housekeeping Supplies (17)	88	\$593.11	\$6,372,985
Insurance			
Owners and Renters Insurance	87	\$406.52	\$4,368,066
Vehicle Insurance	88	\$996.74	\$10,709,994
Life/Other Insurance	86	\$358.06	\$3,847,400
Health Insurance	89	\$2,088.76	\$22,443,768
Personal Care Products (18)	86	\$363.03	\$3,900,713
School Books and Supplies (19)	90	\$160.59	\$1,725,500
Smoking Products	90	\$415.66	\$4,466,314
Transportation			
Vehicle Purchases (Net Outlay) (20)	87	\$2,973.20	\$31,947,005
Gasoline and Motor Oil	88	\$2,575.14	\$27,669,910
Vehicle Maintenance and Repairs	88	\$908.73	\$9,764,262
Travel			
Airline Fares	85	\$372.23	\$3,999,580
Lodging on Trips	86	\$345.87	\$3,716,377
Auto/Truck/Van Rental on Trips	84	\$26.74	\$287,299
Food and Drink on Trips	85	\$355.02	\$3,814,709

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

Source: Esri forecasts for 2012 and 2017; Consumer Spending data are derived from the 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Goods and Services Expenditures

Millville city_2
Millville city, NJ (3401146680)
Geography: County Subdivision

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

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

Source: Esri forecasts for 2012 and 2017; Consumer Spending data are derived from the 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics.

December 23, 2013

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Retail MarketPlace Profile

Millville city_2
 Millville city, NJ (3401146680)
 Geography: County Subdivision

Summary Demographics

2012 Population	28,496
2012 Households	10,745
2012 Median Disposable Income	\$37,313
2012 Per Capita Income	\$22,360

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	\$260,122,259	\$417,785,484	-\$157,663,225	-23.3	193
Total Retail Trade	44-45	\$235,341,750	\$399,397,689	-\$164,055,939	-25.8	161
Total Food & Drink	722	\$24,780,509	\$18,387,795	\$6,392,714	14.8	32

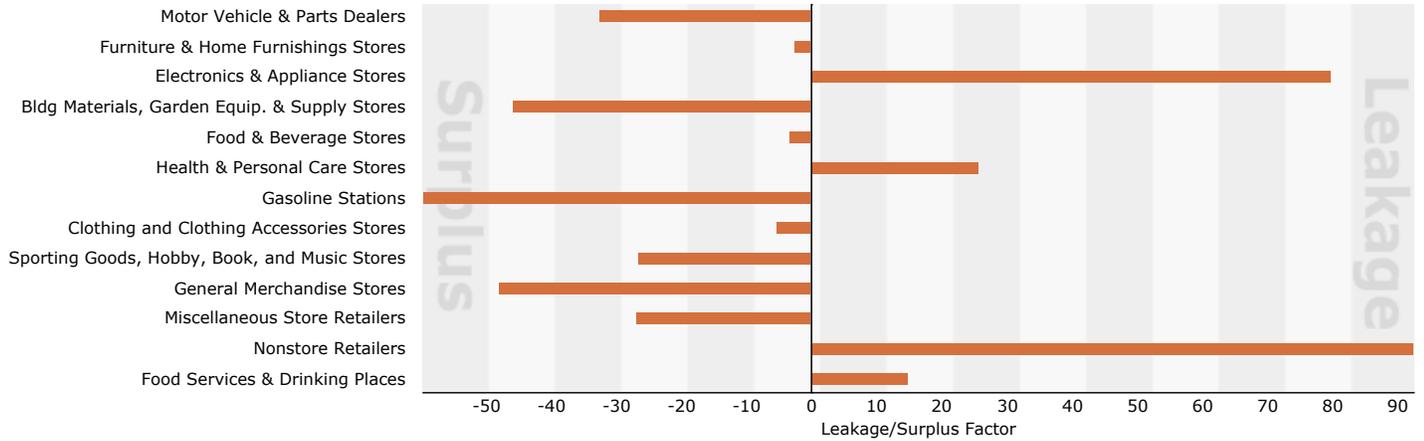
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$45,252,936	\$88,878,914	-\$43,625,978	-32.5	9
Automobile Dealers	4411	\$39,466,517	\$86,568,230	-\$47,101,713	-37.4	6
Other Motor Vehicle Dealers	4412	\$2,442,477	\$141,402	\$2,301,075	89.1	1
Auto Parts, Accessories & Tire Stores	4413	\$3,343,942	\$2,169,282	\$1,174,660	21.3	2
Furniture & Home Furnishings Stores	442	\$5,616,452	\$5,908,906	-\$292,454	-2.5	14
Furniture Stores	4421	\$2,880,282	\$3,927,486	-\$1,047,204	-15.4	4
Home Furnishings Stores	4422	\$2,736,170	\$1,981,420	\$754,750	16.0	10
Electronics & Appliance Stores	4431	\$7,214,958	\$810,164	\$6,404,794	79.8	5
Bldg Materials, Garden Equip. & Supply Stores	444	\$7,185,220	\$19,320,518	-\$12,135,298	-45.8	16
Bldg Material & Supplies Dealers	4441	\$6,230,150	\$19,272,435	-\$13,042,285	-51.1	15
Lawn & Garden Equip & Supply Stores	4442	\$955,070	\$48,083	\$906,987	90.4	1
Food & Beverage Stores	445	\$48,581,084	\$51,994,365	-\$3,413,281	-3.4	28
Grocery Stores	4451	\$42,272,609	\$47,827,638	-\$5,555,029	-6.2	19
Specialty Food Stores	4452	\$1,698,005	\$702,173	\$995,832	41.5	7
Beer, Wine & Liquor Stores	4453	\$4,610,470	\$3,464,554	\$1,145,916	14.2	2
Health & Personal Care Stores	446,4461	\$19,885,231	\$11,724,473	\$8,160,758	25.8	11
Gasoline Stations	447,4471	\$24,062,079	\$95,370,422	-\$71,308,343	-59.7	5
Clothing & Clothing Accessories Stores	448	\$16,258,201	\$18,090,881	-\$1,832,680	-5.3	18
Clothing Stores	4481	\$12,186,029	\$16,411,258	-\$4,225,229	-14.8	11
Shoe Stores	4482	\$2,032,603	\$911,932	\$1,120,671	38.1	3
Jewelry, Luggage & Leather Goods Stores	4483	\$2,039,569	\$767,691	\$1,271,878	45.3	4
Sporting Goods, Hobby, Book & Music Stores	451	\$5,873,116	\$10,135,309	-\$4,262,193	-26.6	14
Sporting Goods/Hobby/Musical Instr Stores	4511	\$4,834,144	\$9,935,401	-\$5,101,257	-34.5	12
Book, Periodical & Music Stores	4512	\$1,038,972	\$199,908	\$839,064	67.7	2
General Merchandise Stores	452	\$29,519,292	\$83,718,246	-\$54,198,954	-47.9	7
Department Stores Excluding Leased Depts.	4521	\$15,933,831	\$83,642,336	-\$67,708,505	-68.0	6
Other General Merchandise Stores	4529	\$13,585,461	\$75,910	\$13,509,551	98.9	1
Miscellaneous Store Retailers	453	\$7,346,408	\$12,723,789	-\$5,377,381	-26.8	30
Florists	4531	\$491,021	\$449,354	\$41,667	4.4	4
Office Supplies, Stationery & Gift Stores	4532	\$2,217,243	\$8,824,919	-\$6,607,676	-59.8	9
Used Merchandise Stores	4533	\$391,752	\$160,362	\$231,390	41.9	3
Other Miscellaneous Store Retailers	4539	\$4,246,392	\$3,289,154	\$957,238	12.7	14
Nonstore Retailers	454	\$18,546,773	\$721,702	\$17,825,071	92.5	4
Electronic Shopping & Mail-Order Houses	4541	\$14,723,058	\$568,549	\$14,154,509	92.6	2
Vending Machine Operators	4542	\$607,562	\$0	\$607,562	100.0	0
Direct Selling Establishments	4543	\$3,216,153	\$153,153	\$3,063,000	90.9	2
Food Services & Drinking Places	722	\$24,780,509	\$18,387,795	\$6,392,714	14.8	32
Full-Service Restaurants	7221	\$13,563,216	\$4,629,360	\$8,933,856	49.1	9
Limited-Service Eating Places	7222	\$8,933,169	\$12,100,398	-\$3,167,229	-15.1	16
Special Food Services	7223	\$1,500,635	\$0	\$1,500,635	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$783,489	\$1,658,037	-\$874,548	-35.8	7

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 view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

Source: Esri and Dun & Bradstreet. Copyright 2012 Dun & Bradstreet, Inc. All rights reserved.

Millville city_2
 Millville city, NJ (3401146680)
 Geography: County Subdivision

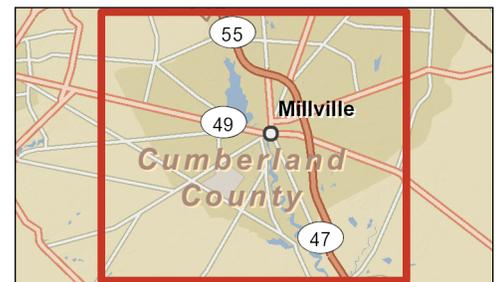
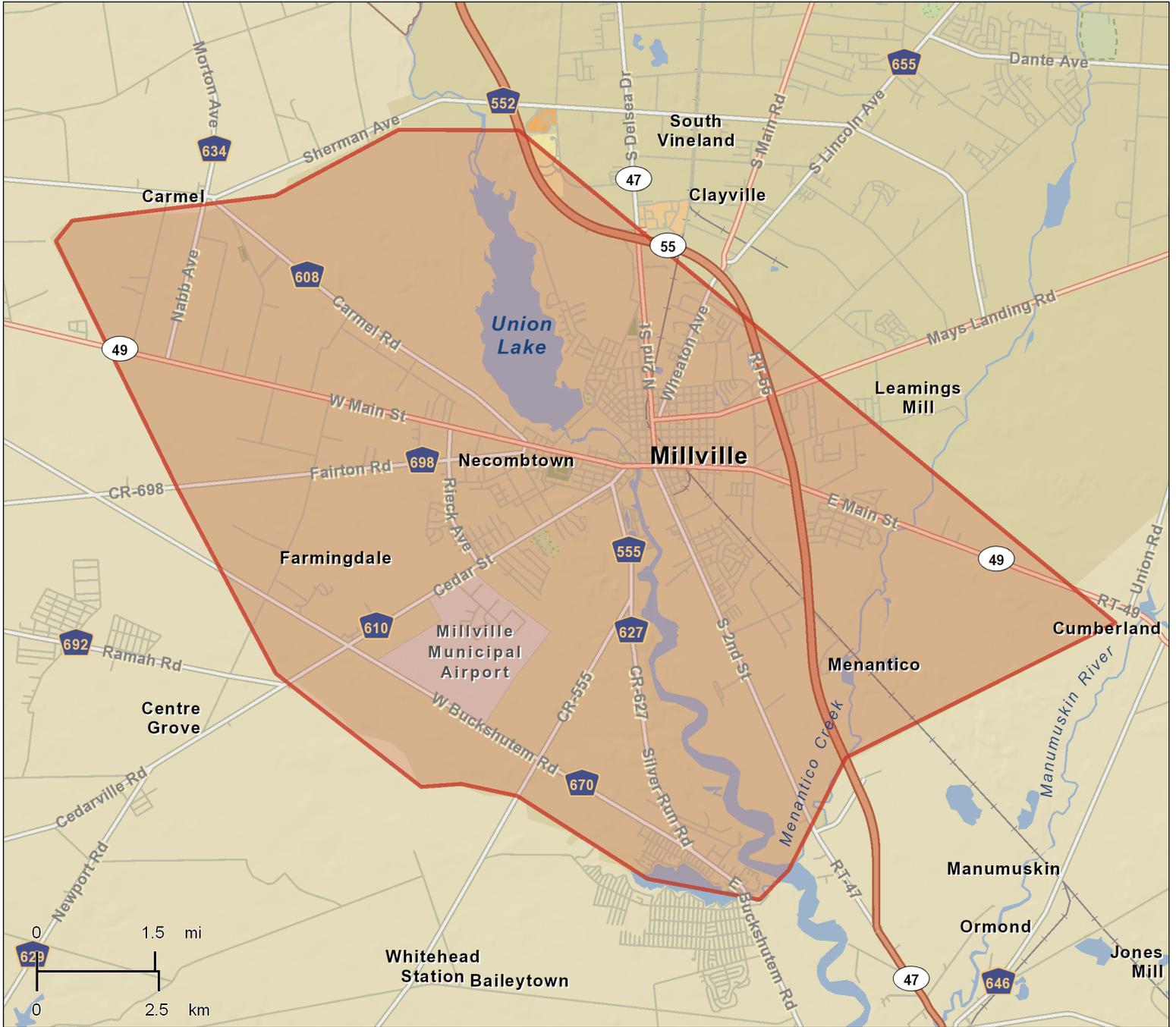
Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Millville city_2
3401146680 (Millville city)
Geography: County subdivisions



APPENDIX B

TAB 3

DATABASE FOR THE CITY OF MILLVILLE

AMERICAN FACT FINDER





DP03 | SELECTED ECONOMIC CHARACTERISTICS

2008-2012 American Community Survey 5-Year Estimates

Supporting documentation on code lists, subject definitions, data accuracy, and statistical testing can be found on the American Community Survey website in the Data and Documentation section.

Sample size and data quality measures (including coverage rates, allocation rates, and response rates) can be found on the American Community Survey website in the Methodology section.

Although the American Community Survey (ACS) produces population, demographic and housing unit estimates, it is the Census Bureau's Population Estimates Program that produces and disseminates the official estimates of the population for the nation, states, counties, cities and towns and estimates of housing units for states and counties.

Subject	Millville city, New Jersey			
	Estimate	Margin of Error	Percent	Percent Margin of Error
EMPLOYMENT STATUS				
Population 16 years and over	21,783	+/-384	21,783	(X)
In labor force	14,302	+/-470	65.7%	+/-2.0
Civilian labor force	14,302	+/-470	65.7%	+/-2.0
Employed	12,390	+/-522	56.9%	+/-2.2
Unemployed	1,912	+/-338	8.8%	+/-1.6
Armed Forces	0	+/-23	0.0%	+/-0.2
Not in labor force	7,481	+/-470	34.3%	+/-2.0
Civilian labor force	14,302	+/-470	14,302	(X)
Percent Unemployed	(X)	(X)	13.4%	+/-2.3
Females 16 years and over				
Population 16 years and over	11,645	+/-308	11,645	(X)
In labor force	7,260	+/-369	62.3%	+/-3.1
Civilian labor force	7,260	+/-369	62.3%	+/-3.1
Employed	6,546	+/-357	56.2%	+/-3.1
Own children under 6 years				
Population	2,367	+/-285	2,367	(X)
All parents in family in labor force	1,692	+/-305	71.5%	+/-9.1
Own children 6 to 17 years				
Population	4,635	+/-463	4,635	(X)
All parents in family in labor force	3,647	+/-526	78.7%	+/-6.3
COMMUTING TO WORK				
Workers 16 years and over	11,851	+/-537	11,851	(X)
Car, truck, or van -- drove alone	9,904	+/-525	83.6%	+/-2.3
Car, truck, or van -- carpooled	1,195	+/-247	10.1%	+/-2.1
Public transportation (excluding taxicab)	272	+/-122	2.3%	+/-1.0
Walked	198	+/-93	1.7%	+/-0.8
Other means	198	+/-110	1.7%	+/-0.9
Worked at home	84	+/-52	0.7%	+/-0.4
Mean travel time to work (minutes)	21.2	+/-1.6	(X)	(X)
OCCUPATION				
Civilian employed population 16 years and over	12,390	+/-522	12,390	(X)

Subject	Millville city, New Jersey			
	Estimate	Margin of Error	Percent	Percent Margin of Error
Management, business, science, and arts occupations	3,545	+/-426	28.6%	+/-3.5
Service occupations	3,231	+/-408	26.1%	+/-2.9
Sales and office occupations	2,946	+/-364	23.8%	+/-2.8
Natural resources, construction, and maintenance occupations	912	+/-200	7.4%	+/-1.6
Production, transportation, and material moving occupations	1,756	+/-296	14.2%	+/-2.2
INDUSTRY				
Civilian employed population 16 years and over	12,390	+/-522	12,390	(X)
Agriculture, forestry, fishing and hunting, and mining	99	+/-58	0.8%	+/-0.5
Construction	703	+/-192	5.7%	+/-1.5
Manufacturing	1,485	+/-260	12.0%	+/-2.0
Wholesale trade	239	+/-108	1.9%	+/-0.9
Retail trade	1,618	+/-277	13.1%	+/-2.2
Transportation and warehousing, and utilities	547	+/-152	4.4%	+/-1.2
Information	86	+/-71	0.7%	+/-0.6
Finance and insurance, and real estate and rental and leasing	620	+/-183	5.0%	+/-1.5
Professional, scientific, and management, and administrative and waste management services	682	+/-188	5.5%	+/-1.5
Educational services, and health care and social assistance	3,779	+/-429	30.5%	+/-3.2
Arts, entertainment, and recreation, and accommodation and food services	1,001	+/-220	8.1%	+/-1.7
Other services, except public administration	511	+/-172	4.1%	+/-1.4
Public administration	1,020	+/-267	8.2%	+/-2.1
CLASS OF WORKER				
Civilian employed population 16 years and over	12,390	+/-522	12,390	(X)
Private wage and salary workers	8,963	+/-576	72.3%	+/-3.0
Government workers	3,110	+/-380	25.1%	+/-3.0
Self-employed in own not incorporated business workers	317	+/-129	2.6%	+/-1.0
Unpaid family workers	0	+/-23	0.0%	+/-0.3
INCOME AND BENEFITS (IN 2012 INFLATION-ADJUSTED DOLLARS)				
Total households	10,290	+/-377	10,290	(X)
Less than \$10,000	862	+/-194	8.4%	+/-1.8
\$10,000 to \$14,999	630	+/-160	6.1%	+/-1.5
\$15,000 to \$24,999	1,265	+/-222	12.3%	+/-2.1
\$25,000 to \$34,999	1,063	+/-183	10.3%	+/-1.8
\$35,000 to \$49,999	1,362	+/-220	13.2%	+/-2.1
\$50,000 to \$74,999	1,792	+/-287	17.4%	+/-2.7
\$75,000 to \$99,999	1,494	+/-249	14.5%	+/-2.3
\$100,000 to \$149,999	1,247	+/-229	12.1%	+/-2.3
\$150,000 to \$199,999	389	+/-124	3.8%	+/-1.2
\$200,000 or more	186	+/-83	1.8%	+/-0.8
Median household income (dollars)	49,379	+/-4,160	(X)	(X)
Mean household income (dollars)	61,789	+/-3,083	(X)	(X)
With earnings	7,610	+/-337	74.0%	+/-2.1
Mean earnings (dollars)	64,155	+/-4,017	(X)	(X)
With Social Security	3,339	+/-310	32.4%	+/-2.7
Mean Social Security income (dollars)	16,424	+/-914	(X)	(X)
With retirement income	2,275	+/-247	22.1%	+/-2.3
Mean retirement income (dollars)	19,860	+/-2,220	(X)	(X)
With Supplemental Security Income	748	+/-146	7.3%	+/-1.4
Mean Supplemental Security Income (dollars)	9,692	+/-840	(X)	(X)
With cash public assistance income	665	+/-199	6.5%	+/-1.9

Subject	Millville city, New Jersey			
	Estimate	Margin of Error	Percent	Percent Margin of Error
Mean cash public assistance income (dollars)	3,058	+/-770	(X)	(X)
With Food Stamp/SNAP benefits in the past 12 months	1,492	+/-212	14.5%	+/-2.1
Families	6,784	+/-310	6,784	(X)
Less than \$10,000	400	+/-164	5.9%	+/-2.3
\$10,000 to \$14,999	316	+/-122	4.7%	+/-1.8
\$15,000 to \$24,999	592	+/-158	8.7%	+/-2.3
\$25,000 to \$34,999	623	+/-170	9.2%	+/-2.4
\$35,000 to \$49,999	778	+/-168	11.5%	+/-2.5
\$50,000 to \$74,999	1,314	+/-251	19.4%	+/-3.6
\$75,000 to \$99,999	1,121	+/-209	16.5%	+/-3.0
\$100,000 to \$149,999	1,139	+/-212	16.8%	+/-3.1
\$150,000 to \$199,999	315	+/-103	4.6%	+/-1.5
\$200,000 or more	186	+/-83	2.7%	+/-1.2
Median family income (dollars)	61,136	+/-5,913	(X)	(X)
Mean family income (dollars)	72,036	+/-4,044	(X)	(X)
Per capita income (dollars)	23,534	+/-1,177	(X)	(X)
Nonfamily households	3,506	+/-394	3,506	(X)
Median nonfamily income (dollars)	28,525	+/-4,234	(X)	(X)
Mean nonfamily income (dollars)	39,024	+/-4,556	(X)	(X)
Median earnings for workers (dollars)	29,555	+/-1,786	(X)	(X)
Median earnings for male full-time, year-round workers (dollars)	48,597	+/-5,066	(X)	(X)
Median earnings for female full-time, year-round workers (dollars)	34,800	+/-3,804	(X)	(X)
HEALTH INSURANCE COVERAGE				
Civilian noninstitutionalized population	28,309	+/-124	28,309	(X)
With health insurance coverage	24,862	+/-558	87.8%	+/-1.9
With private health insurance	17,883	+/-909	63.2%	+/-3.2
With public coverage	10,253	+/-802	36.2%	+/-2.8
No health insurance coverage	3,447	+/-538	12.2%	+/-1.9
Civilian noninstitutionalized population under 18 years	7,334	+/-391	7,334	(X)
No health insurance coverage	394	+/-189	5.4%	+/-2.6
Civilian noninstitutionalized population 18 to 64 years	17,429	+/-404	17,429	(X)
In labor force:	13,516	+/-467	13,516	(X)
Employed:	11,698	+/-527	11,698	(X)
With health insurance coverage	9,983	+/-631	85.3%	+/-3.0
With private health insurance	9,082	+/-580	77.6%	+/-2.9
With public coverage	1,190	+/-311	10.2%	+/-2.6
No health insurance coverage	1,715	+/-339	14.7%	+/-3.0
Unemployed:	1,818	+/-338	1,818	(X)
With health insurance coverage	990	+/-259	54.5%	+/-9.7
With private health insurance	550	+/-179	30.3%	+/-8.2
With public coverage	480	+/-175	26.4%	+/-8.0
No health insurance coverage	828	+/-229	45.5%	+/-9.7
Not in labor force:	3,913	+/-435	3,913	(X)
With health insurance coverage	3,426	+/-379	87.6%	+/-3.7
With private health insurance	1,696	+/-233	43.3%	+/-5.6
With public coverage	2,111	+/-337	53.9%	+/-5.5
No health insurance coverage	487	+/-163	12.4%	+/-3.7

Subject	Millville city, New Jersey			
	Estimate	Margin of Error	Percent	Percent Margin of Error
PERCENTAGE OF FAMILIES AND PEOPLE WHOSE INCOME IN THE PAST 12 MONTHS IS BELOW THE POVERTY LEVEL				
All families	(X)	(X)	14.0%	+/-2.6
With related children under 18 years	(X)	(X)	23.8%	+/-4.6
With related children under 5 years only	(X)	(X)	32.1%	+/-13.9
Married couple families	(X)	(X)	4.0%	+/-1.8
With related children under 18 years	(X)	(X)	8.6%	+/-4.1
With related children under 5 years only	(X)	(X)	8.0%	+/-11.0
Families with female householder, no husband present	(X)	(X)	28.4%	+/-7.2
With related children under 18 years	(X)	(X)	34.1%	+/-8.6
With related children under 5 years only	(X)	(X)	42.5%	+/-22.8
All people	(X)	(X)	17.1%	+/-2.7
Under 18 years	(X)	(X)	28.5%	+/-5.9
Related children under 18 years	(X)	(X)	28.3%	+/-5.9
Related children under 5 years	(X)	(X)	39.9%	+/-9.3
Related children 5 to 17 years	(X)	(X)	24.3%	+/-5.7
18 years and over	(X)	(X)	13.2%	+/-1.9
18 to 64 years	(X)	(X)	13.8%	+/-2.2
65 years and over	(X)	(X)	10.3%	+/-3.3
People in families	(X)	(X)	15.4%	+/-3.1
Unrelated individuals 15 years and over	(X)	(X)	25.2%	+/-4.2

Data are based on a sample and are subject to sampling variability. The degree of uncertainty for an estimate arising from sampling variability is represented through the use of a margin of error. The value shown here is the 90 percent margin of error. The margin of error can be interpreted roughly as providing a 90 percent probability that the interval defined by the estimate minus the margin of error and the estimate plus the margin of error (the lower and upper confidence bounds) contains the true value. In addition to sampling variability, the ACS estimates are subject to nonsampling error (for a discussion of nonsampling variability, see Accuracy of the Data). The effect of nonsampling error is not represented in these tables.

There were changes in the edit between 2009 and 2010 regarding Supplemental Security Income (SSI) and Social Security. The changes in the edit loosened restrictions on disability requirements for receipt of SSI resulting in an increase in the total number of SSI recipients in the American Community Survey. The changes also loosened restrictions on possible reported monthly amounts in Social Security income resulting in higher Social Security aggregate amounts. These results more closely match administrative counts compiled by the Social Security Administration.

Workers include members of the Armed Forces and civilians who were at work last week.

Industry codes are 4-digit codes and are based on the North American Industry Classification System 2007. The Industry categories adhere to the guidelines issued in Clarification Memorandum No. 2, "NAICS Alternate Aggregation Structure for Use By U.S. Statistical Agencies," issued by the Office of Management and Budget.

While the 2008-2012 American Community Survey (ACS) data generally reflect the December 2009 Office of Management and Budget (OMB) definitions of metropolitan and micropolitan statistical areas; in certain instances the names, codes, and boundaries of the principal cities shown in ACS tables may differ from the OMB definitions due to differences in the effective dates of the geographic entities.

Estimates of urban and rural population, housing units, and characteristics reflect boundaries of urban areas defined based on Census 2000 data. Boundaries for urban areas have not been updated since Census 2000. As a result, data for urban and rural areas from the ACS do not necessarily reflect the results of ongoing urbanization.

Source: U.S. Census Bureau, 2008-2012 American Community Survey

Explanation of Symbols:

1. An '***' entry in the margin of error column indicates that either no sample observations or too few sample observations were available to compute a standard error and thus the margin of error. A statistical test is not appropriate.
2. An '-' entry in the estimate column indicates that either no sample observations or too few sample observations were available to compute an estimate, or a ratio of medians cannot be calculated because one or both of the median estimates falls in the lowest interval or upper interval of an open-ended distribution.
3. An '-' following a median estimate means the median falls in the lowest interval of an open-ended distribution.

4. An '+' following a median estimate means the median falls in the upper interval of an open-ended distribution.
5. An '****' entry in the margin of error column indicates that the median falls in the lowest interval or upper interval of an open-ended distribution. A statistical test is not appropriate.
6. An '*****' entry in the margin of error column indicates that the estimate is controlled. A statistical test for sampling variability is not appropriate.
7. An 'N' entry in the estimate and margin of error columns indicates that data for this geographic area cannot be displayed because the number of sample cases is too small.
8. An '(X)' means that the estimate is not applicable or not available.



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A s s o c i a t e s

309 W. Glenside Avenue, Glenside, PA 19038
1301 W. Forest Grove Road, Vineland, NJ 08360
www.triadincorporated.com