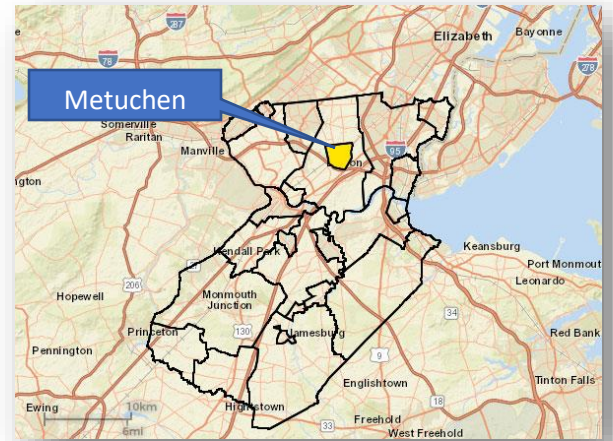


REASONS TO MAKE *Metuchen* YOUR BUSINESS HOME

KEY FACTS	Borough of Metuchen	Middlesex County
Businesses	886	29,608
Employees	8,486	437,509
Office workers	1,347	98,049
Population	14,795	841,978
Households	5,656	281,186
Median age	42.9	37.2
% of residents under 18	23.7%	22.9%
Avg household income	\$154,522	\$96,018
Total retail trade	\$312,478 M	\$13.75 B
Total food & drink	\$34,184 M	\$1.45 B



STORE CATEGORY	1-MI	3-MI	5-MI
Retail goods	\$193,214 M	\$1.24 B	\$3.04 B
Clothing	\$11,141 M	\$74,592 M	\$184,829 M
Food & drink	\$51,749 M	\$344,984 M	\$846,227 M
Entertainment, hobbies & pets	\$14,845 M	\$91,536 M	\$226,987 M
Household	\$31,681 M	\$191,832 M	\$464,247 M
Transportation & maintenance	\$54,915 M	\$375,005 M	\$921,233 M
Health care	\$9,993 M	\$60,485 M	\$149,791 M
Education & day care	\$16,045 M	\$97,605 M	\$232,148 M



RADIUS	1-MI	3-MI	5-MI
Population	14,738	111,106	287,399
Households	5,619	39,867	100,291
Home ownership	78.7%	61.4%	65.5%
Avg HH income	\$136,228	\$115,396	\$107,912

VEHICULAR TRAFFIC	PER DAY
Main St at Middlesex Ave	20,734
Main St at Pennsylvania Ave	19,827
Middlesex Ave at Pearl St	24,634
Middlesex Ave at Central Ave	16,173
Lake Ave at New St	20,120

13th Busiest NJ Transit Station in NJ with 3,534 commuters a day



“Metuchen Love Letters” mural by artist Stephen Powers, one of several public art commissions to grace the downtown.

\$3,039,447 billion

Consumer demand for retail goods and services within 5 miles

\$154,522

Average household income within Borough of Metuchen

287,399

Population within 5 miles

57.1%

Households in Borough of Metuchen with income of \$100,000 or more

Accessible to New York City with a welcoming small-town feel, Metuchen is great for businesses to start up. That is why over 65 have opened in the past few years.

In fewer than 3 years the size of the downtown has expanded from around 656,000 sqft to over 1.4 million sqft. This includes over 400 new apartment houses.

Located on the NJ Transit Northeast Corridor Line just 43 minutes to New York, Metuchen has a distinct Main Street and is a destination for shopping, dining, and entertainment.

When you start your business in Metuchen, you will have good company. Your neighbors will be **Whole Foods Market**, **Forum Theatre**, and the **Metuchen SportsPlex**. Restaurants like **The Greek**, **Torino 2** and **Hailey’s Harp & Pub** provide diverse food offerings.

Median household income has increased 19% in the last five years. Many new shopping opportunities await like **The Scottish Dog**, **Leonardo Jewelers**, and **Cachet Boutique**.

We always have something happening, from outdoor dining, to events on our Town Plaza, and public art. Nearly two dozen retail promotions each year like Downtown Loves Moms, Haunted Downtown, and New Year’s Eve on the Plaza – make cash registers ring.

So, if you want to open a business in one of the most thriving and dynamic downtowns around, stay in touch. To learn more or arrange a tour, contact us today.

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