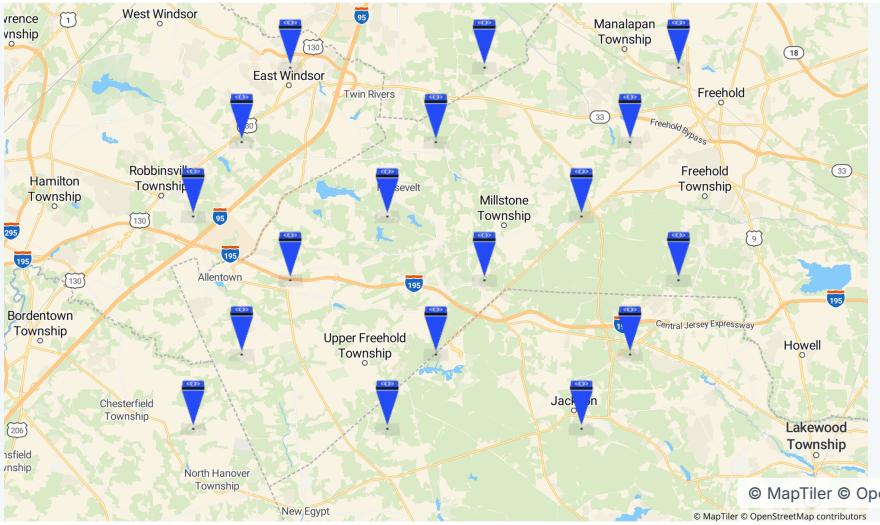
RESEARCH · ANALYSIS · DECISIONS

Preliminary market research

Retail, QSR & franchises | State-only refresh · 2026-11-15

A market shortlist, editable expansion scorecard and report that keeps your existing footprint in view.



PROJECT
Showcase · Retail, QSR & franchises

PREPARED FOR
—

GENERATED
Nov 15, 2026 · 19:27 UTC

REPORT GUIDE

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About this report

Prepared from saved project evidence. Measurements, estimates, source periods, and limitations accompany the findings so the results can be reviewed.

Evidence prepared: Nov 15, 2026 · 19:24 UTC · Reference 34FF8FB4

01 — OVERVIEW

Executive summary

Bring stores, prospects and growth criteria together. Compare the evidence before committing to your next location. Store and prospect records are synthetic. Published market demographics are distinct from site trade areas; no property availability or sales forecast is implied. Refreshed 2026-11-15: 10 published counties belonging to New Jersey (state FIPS 34); county membership verified before scoring. This is a limited state-only sample, not an exhaustive state ranking. Values describe whole counties, not the illustrative imported points or three-mile circles. Historical runs and reports remain retained; this refreshed version supersedes the earlier showcase results.

Scores describe the saved factors only. Customer willingness to pay, available premises and financial return are not established. Unsupported criteria remain unknown.

02 — SAVED EVIDENCE

Multi-market comparison

Each value retains its original geography and source. Scores from different models or trade areas are not a shared ranking. No totals or medians are combined.

SAVED SOURCE	EVALUATED / RETURNED	MODEL
New Jersey · state-only sample · refreshed 2026-11-15 · scorecard	10 / 10	Retail, QSR & franchises · Custom priorities
New Jersey · state-only sample · refreshed 2026-11-15	10 / 10	Retail, QSR & franchises · Custom priorities

Only available whole-market measurements with matching units, source period, geography type and method are compared below. Site trade areas and unavailable or incompatible evidence remain in the individual source sections.

Total Population

Census Bureau · acs · 2020–2024 · county · published

MARKET	SAVED ANALYSIS	VALUE (PEOPLE)
Hudson	New Jersey · state-only sample · refreshed 2026-11-15 · scorecard	718,323
Bergen	New Jersey · state-only sample · refreshed 2026-11-15 · scorecard	962,316
Essex	New Jersey · state-only sample · refreshed 2026-11-15 · scorecard	863,002
Camden	New Jersey · state-only sample · refreshed 2026-11-15 · scorecard	527,257
Burlington	New Jersey · state-only sample · refreshed 2026-11-15 · scorecard	467,805
Gloucester	New Jersey · state-only sample · refreshed 2026-11-15 · scorecard	306,954
Hunterdon	New Jersey · state-only sample · refreshed 2026-11-15 · scorecard	130,160
Atlantic	New Jersey · state-only sample · refreshed 2026-11-15 · scorecard	276,270

MARKET	SAVED ANALYSIS	VALUE (PEOPLE)
Cape May	New Jersey · state-only sample · refreshed 2026-11-15 · scorecard	94,941
Cumberland	New Jersey · state-only sample · refreshed 2026-11-15 · scorecard	153,305
Hudson	New Jersey · state-only sample · refreshed 2026-11-15	718,323
Bergen	New Jersey · state-only sample · refreshed 2026-11-15	962,316
Essex	New Jersey · state-only sample · refreshed 2026-11-15	863,002
Camden	New Jersey · state-only sample · refreshed 2026-11-15	527,257
Burlington	New Jersey · state-only sample · refreshed 2026-11-15	467,805
Gloucester	New Jersey · state-only sample · refreshed 2026-11-15	306,954
Hunterdon	New Jersey · state-only sample · refreshed 2026-11-15	130,160
Atlantic	New Jersey · state-only sample · refreshed 2026-11-15	276,270
Cape May	New Jersey · state-only sample · refreshed 2026-11-15	94,941
Cumberland	New Jersey · state-only sample · refreshed 2026-11-15	153,305

Population Density

Census Bureau · acs · 2020–2024 · county · derived_from_published_observations

MARKET	SAVED ANALYSIS	VALUE (PEOPLE_PER_SQ_MILE)
Hudson	New Jersey · state-only sample · refreshed 2026-11-15 · scorecard	11,521.42
Bergen	New Jersey · state-only sample · refreshed 2026-11-15 · scorecard	3,904.69
Essex	New Jersey · state-only sample · refreshed 2026-11-15 · scorecard	6,668.04

MARKET	SAVED ANALYSIS	VALUE (PEOPLE_PER_SQ_MILE)
Camden	New Jersey · state-only sample · refreshed 2026-11-15 · scorecard	2,317.51
Burlington	New Jersey · state-only sample · refreshed 2026-11-15 · scorecard	570.24
Gloucester	New Jersey · state-only sample · refreshed 2026-11-15 · scorecard	911.56
Hunterdon	New Jersey · state-only sample · refreshed 2026-11-15 · scorecard	297.58
Atlantic	New Jersey · state-only sample · refreshed 2026-11-15 · scorecard	411.22
Cape May	New Jersey · state-only sample · refreshed 2026-11-15 · scorecard	153.05
Cumberland	New Jersey · state-only sample · refreshed 2026-11-15 · scorecard	226.17
Hudson	New Jersey · state-only sample · refreshed 2026-11-15	11,521.42
Bergen	New Jersey · state-only sample · refreshed 2026-11-15	3,904.69
Essex	New Jersey · state-only sample · refreshed 2026-11-15	6,668.04
Camden	New Jersey · state-only sample · refreshed 2026-11-15	2,317.51
Burlington	New Jersey · state-only sample · refreshed 2026-11-15	570.24
Gloucester	New Jersey · state-only sample · refreshed 2026-11-15	911.56
Hunterdon	New Jersey · state-only sample · refreshed 2026-11-15	297.58
Atlantic	New Jersey · state-only sample · refreshed 2026-11-15	411.22
Cape May	New Jersey · state-only sample · refreshed 2026-11-15	153.05
Cumberland	New Jersey · state-only sample · refreshed 2026-11-15	226.17

Median Household Income

Census Bureau · acs · 2020–2024 · county · published

MARKET	SAVED ANALYSIS	VALUE (USD)
Hudson	New Jersey · state-only sample · refreshed 2026-11-15 · scorecard	$91,795 MOE ±$1,657
Bergen	New Jersey · state-only sample · refreshed 2026-11-15 · scorecard	$124,884 MOE ±$1,735
Essex	New Jersey · state-only sample · refreshed 2026-11-15 · scorecard	$80,789 MOE ±$1,638
Camden	New Jersey · state-only sample · refreshed 2026-11-15 · scorecard	$88,755 MOE ±$1,883
Burlington	New Jersey · state-only sample · refreshed 2026-11-15 · scorecard	$108,111 MOE ±$1,600
Gloucester	New Jersey · state-only sample · refreshed 2026-11-15 · scorecard	$105,115 MOE ±$2,579
Hunterdon	New Jersey · state-only sample · refreshed 2026-11-15 · scorecard	$141,715 MOE ±$3,618
Atlantic	New Jersey · state-only sample · refreshed 2026-11-15 · scorecard	$78,050 MOE ±$1,834
Cape May	New Jersey · state-only sample · refreshed 2026-11-15 · scorecard	$91,128 MOE ±$3,274
Cumberland	New Jersey · state-only sample · refreshed 2026-11-15 · scorecard	$67,436 MOE ±$1,985
Hudson	New Jersey · state-only sample · refreshed 2026-11-15	$91,795 MOE ±$1,657
Bergen	New Jersey · state-only sample · refreshed 2026-11-15	$124,884 MOE ±$1,735
Essex	New Jersey · state-only sample · refreshed 2026-11-15	$80,789 MOE ±$1,638
Camden	New Jersey · state-only sample · refreshed 2026-11-15	$88,755 MOE ±$1,883
Burlington	New Jersey · state-only sample · refreshed 2026-11-15	$108,111 MOE ±$1,600
Gloucester	New Jersey · state-only sample · refreshed 2026-11-15	$105,115 MOE ±$2,579

MARKET	SAVED ANALYSIS	VALUE (USD)
Hunterdon	New Jersey · state-only sample · refreshed 2026-11-15	$141,715 MOE ±$3,618
Atlantic	New Jersey · state-only sample · refreshed 2026-11-15	$78,050 MOE ±$1,834
Cape May	New Jersey · state-only sample · refreshed 2026-11-15	$91,128 MOE ±$3,274
Cumberland	New Jersey · state-only sample · refreshed 2026-11-15	$67,436 MOE ±$1,985

03 — DECISION OVERVIEW

Candidate comparison · New Jersey · state-only sample · refreshed 2026-11-15 · scorecard

Candidate overview

NO. / LOCATION	SCORE / RANK	ASSESSMENT	NEAREST REFERENCE SITE
1 · Hudson	76.92 / 100 Rank 1	exploratory Leading factor: Population per total geographic square mile	Not evaluated
2 · Bergen	74.01 / 100 Rank 2	exploratory Leading factor: Total population	Not evaluated
3 · Essex	66.58 / 100 Rank 3	exploratory Leading factor: Total population	Not evaluated
4 · Camden	43.65 / 100 Rank 4	exploratory Leading factor: Total population	Not evaluated
5 · Burlington	41.94 / 100 Rank 5	exploratory Leading factor: Median household income	Not evaluated
6 · Gloucester	35.6 / 100 Rank 6	exploratory Leading factor: Median household income	Not evaluated
7 · Hunterdon	31.01 / 100 Rank 7	exploratory Leading factor: Median household income	Not evaluated
8 · Atlantic	25.51 / 100 Rank 8	exploratory Leading factor: Median household income	Not evaluated
9 · Cape May	21.19 / 100 Rank 9	exploratory Leading factor: Median household income	Not evaluated

NO. / LOCATION	SCORE / RANK	ASSESSMENT	NEAREST REFERENCE SITE
10 · Cumberland	17.14 / 100 Rank 10	exploratory Leading factor: Median household income	Not evaluated

04 — DECISION OVERVIEW

Candidate comparison · New Jersey · state-only sample · refreshed 2026-11-15

Candidate overview

NO. / LOCATION	SCORE / RANK	ASSESSMENT	NEAREST REFERENCE SITE
1 · Hudson	76.92 / 100 Rank 1	exploratory Leading factor: Population per total geographic square mile	Not evaluated
2 · Bergen	74.01 / 100 Rank 2	exploratory Leading factor: Total population	Not evaluated
3 · Essex	66.58 / 100 Rank 3	exploratory Leading factor: Total population	Not evaluated
4 · Camden	43.65 / 100 Rank 4	exploratory Leading factor: Total population	Not evaluated
5 · Burlington	41.94 / 100 Rank 5	exploratory Leading factor: Median household income	Not evaluated
6 · Gloucester	35.6 / 100 Rank 6	exploratory Leading factor: Median household income	Not evaluated
7 · Hunterdon	31.01 / 100 Rank 7	exploratory Leading factor: Median household income	Not evaluated
8 · Atlantic	25.51 / 100 Rank 8	exploratory Leading factor: Median household income	Not evaluated
9 · Cape May	21.19 / 100 Rank 9	exploratory Leading factor: Median household income	Not evaluated

NO. / LOCATION	SCORE / RANK	ASSESSMENT	NEAREST REFERENCE SITE
10 · Cumberland	17.14 / 100 Rank 10	exploratory Leading factor: Median household income	Not evaluated

05 — STUDY GEOGRAPHY

Location atlas

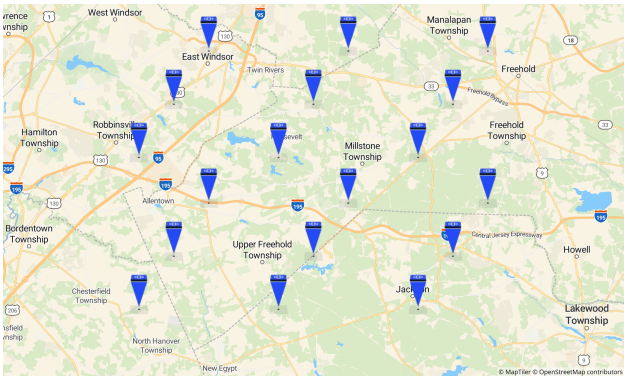

Figure 1 · Project GEODs · 1–18 of 18 · location register below
© MapTiler © OpenStreetMap contributors. GEOD symbols mark locations; outlines show saved boundaries.

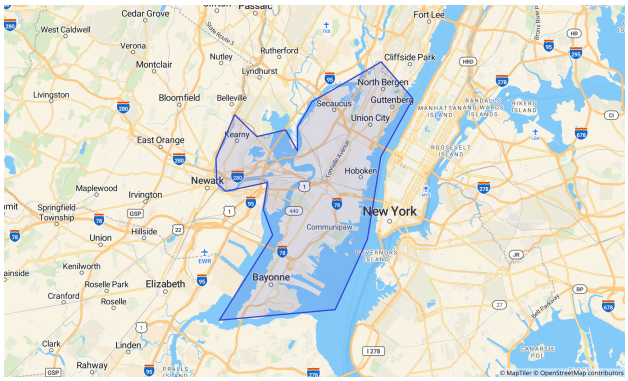

Figure 2 · · Hudson · 3.0-mile radius
© MapTiler © OpenStreetMap contributors. GEOD symbols mark locations; outlines show saved boundaries.

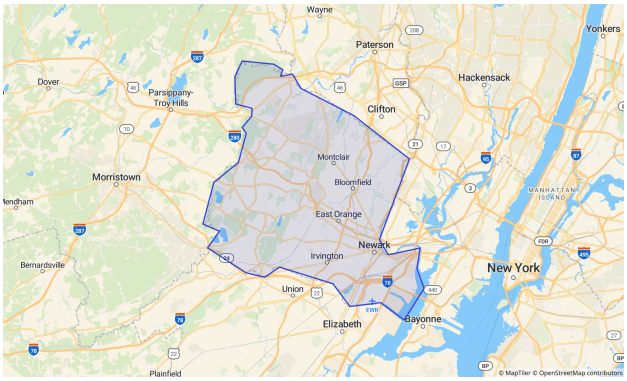

Figure 3 · · Essex · 3.0-mile radius
© MapTiler © OpenStreetMap contributors. GEOD symbols mark locations; outlines show saved boundaries.



Figure 4 · · Camden · 3.0-mile radius
© MapTiler © OpenStreetMap contributors. GEOD symbols mark locations; outlines show saved boundaries.

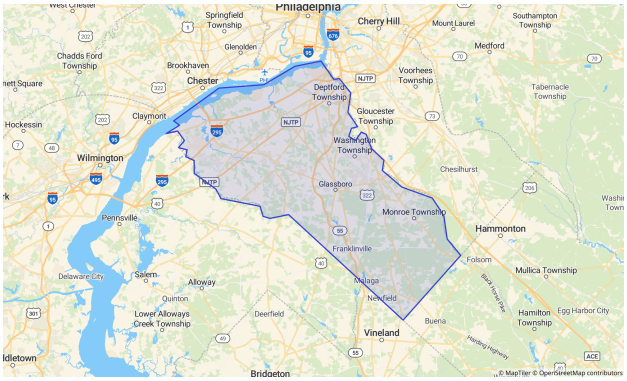

Figure 5 · · Gloucester · 3.0-mile radius
© MapTiler © OpenStreetMap contributors. GEOD symbols mark locations; outlines show saved boundaries.

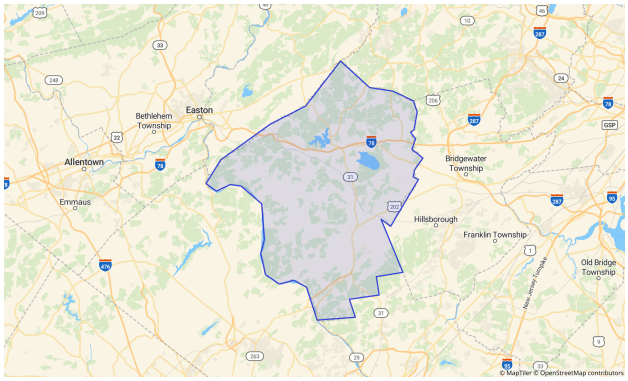

Figure 6 · · Hunterdon · 3.0-mile radius
© MapTiler © OpenStreetMap contributors. GEOD symbols mark locations; outlines show saved boundaries.

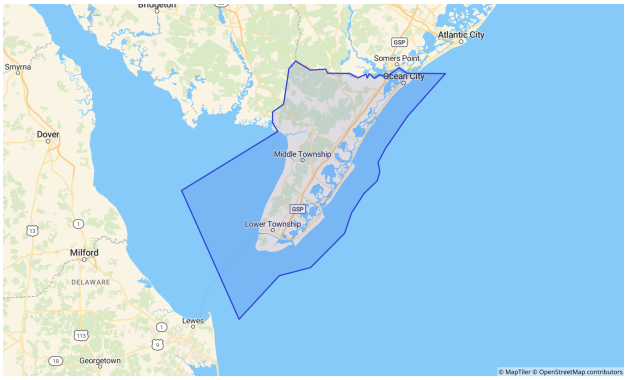

Figure 7 · · Cape May · 3.0-mile radius
© MapTiler © OpenStreetMap contributors. GEOD symbols mark locations; outlines show saved boundaries.

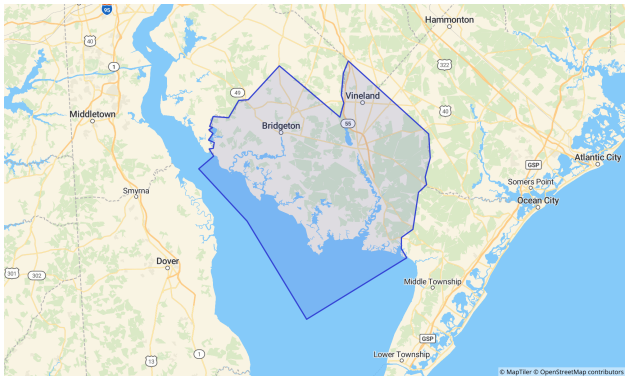

Figure 8 · · Cumberland · 3.0-mile radius
© MapTiler © OpenStreetMap contributors. GEOD symbols mark locations; outlines show saved boundaries.

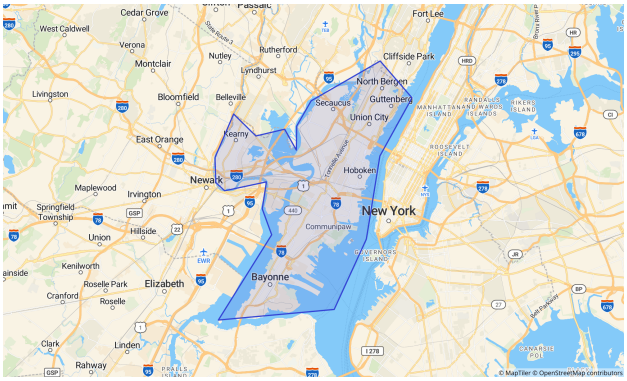

Figure 9 · · Hudson · 3.0-mile radius
© MapTiler © OpenStreetMap contributors. GEOD symbols mark locations; outlines show saved boundaries.

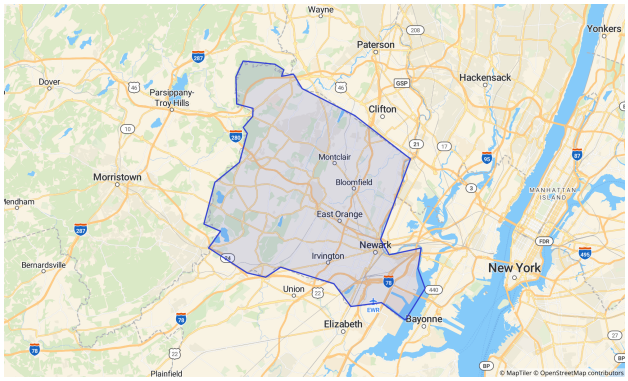

Figure 10 · · Essex · 3.0-mile radius
© MapTiler © OpenStreetMap contributors. GEOD symbols mark locations; outlines show saved boundaries.

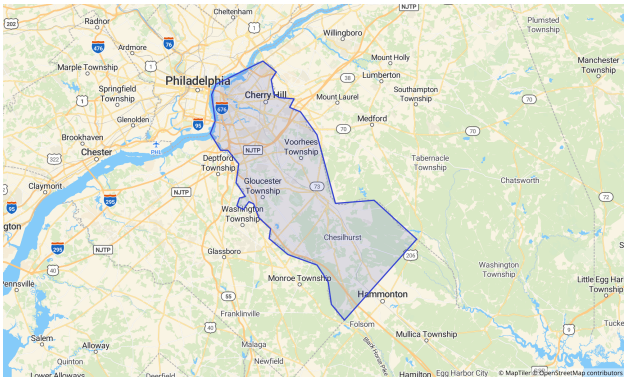

Figure 11 · · Camden · 3.0-mile radius
© MapTiler © OpenStreetMap contributors. GEOD symbols mark locations; outlines show saved boundaries.

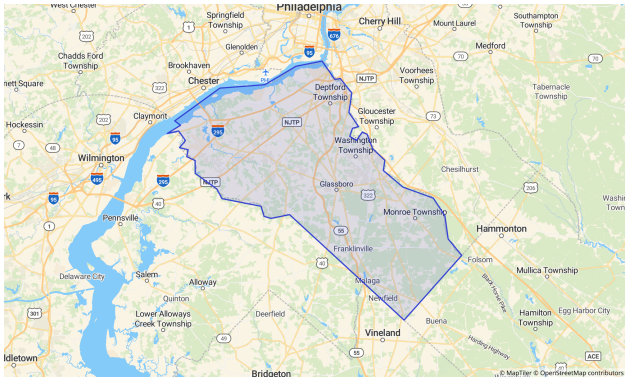

Figure 12 · · Gloucester · 3.0-mile radius
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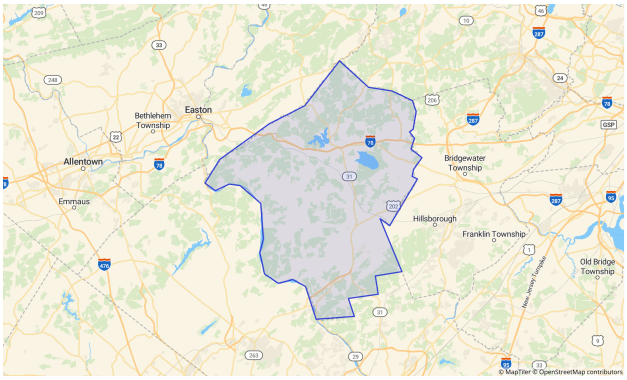

Figure 13 · · Hunterdon · 3.0-mile radius
© MapTiler © OpenStreetMap contributors. GEOD symbols mark locations; outlines show saved boundaries.

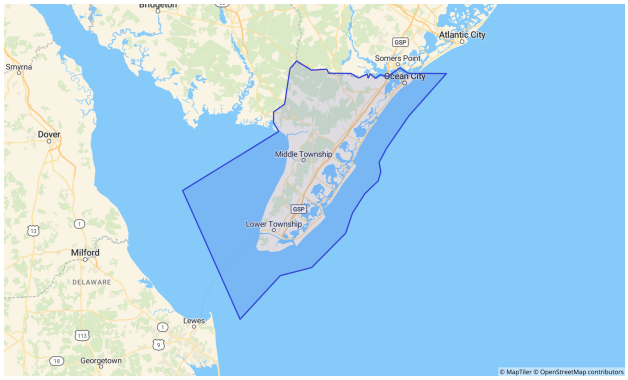

Figure 14 · · Cape May · 3.0-mile radius
© MapTiler © OpenStreetMap contributors. GEOD symbols mark locations; outlines show saved boundaries.

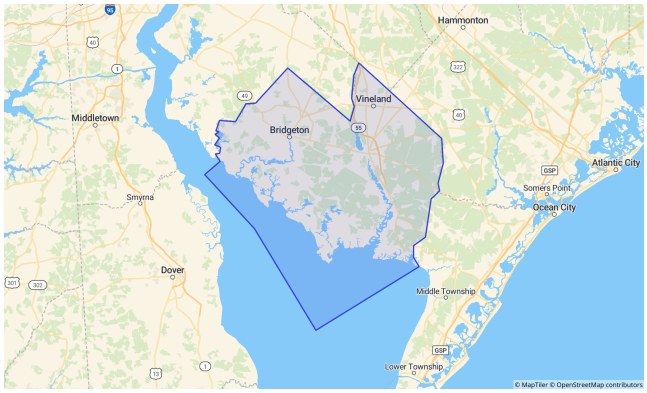

Figure 15 · · Cumberland · 3.0-mile radius
© MapTiler © OpenStreetMap contributors. GEOD symbols mark locations; outlines show saved boundaries.

06 — PROJECT LOCATIONS

GEOD location register

18 GEODs · All active project GEODs. Captured Nov 15, 2026 · 19:23 UTC.

These are saved project records. Inclusion does not imply that a site was shortlisted or that a property is available.

GEOD / LOCATION	ROLE	COORDINATES
1 · Candidate planning references 01	Prospective site	40.100000, -74.600000
2 · Candidate planning references 02	Prospective site	40.100000, -74.480000
3 · Candidate planning references 03	Prospective site	40.100000, -74.360000
4 · Candidate planning references 04	Prospective site	40.200000, -74.600000
5 · Candidate planning references 05	Prospective site	40.200000, -74.480000
6 · Candidate planning references 06	Prospective site	40.200000, -74.360000
7 · Community & context references 01	Unclassified	40.170000, -74.540000
8 · Community & context references 02	Unclassified	40.170000, -74.420000
9 · Community & context references 03	Unclassified	40.170000, -74.300000
10 · Community & context references 04	Unclassified	40.270000, -74.540000
11 · Community & context references 05	Unclassified	40.270000, -74.420000
12 · Community & context references 06	Unclassified	40.270000, -74.300000
13 · Existing footprint 01	Existing location	40.135000, -74.570000
14 · Existing footprint 02	Existing location	40.135000, -74.450000
15 · Existing footprint 03	Existing location	40.135000, -74.330000
16 · Existing footprint 04	Existing location	40.235000, -74.570000
17 · Existing footprint 05	Existing location	40.235000, -74.450000
18 · Existing footprint 06	Existing location	40.235000, -74.330000

07 — PROJECT INTELLIGENCE

Custom priorities and market comparison

The weights and fixed anchors are illustrative, editable planning assumptions. Required criteria remain distinct from the score.

> Assessment completeness: ● Unknown (not recorded) .

New Jersey · state-only sample · refreshed 2026-11-15 · scorecard

Analysis date: Nov 15, 2026 · 19:22 UTC

Scoring model: Retail, QSR & franchises · Custom priorities · published whole-market measurements

Qualification geography: published whole markets

Total population · required · at least · minimum 25,000 people

Median household income · required · at least · minimum 60,000 USD

Hudson

Score: 76.92 / 100 · rank: 1 · Requirements: Meets example criteria · Weight coverage: 100%

· HUDSON · EVIDENCE

MEASUREMENT	VALUE	UNITS	PERIOD / STATUS
Total population Weight 40% · contribution 28.73 points · higher is better · anchors 0 to 1,000,000	718,323	people	2020–2024 · Release 2024 available · Source: Census Bureau · published
Population per total geographic square mile Weight 35% · contribution 31.02 points · higher is better · anchors 0 to 13,000	11,521.42	people_per_sq_mile	2020–2024 · Release 2024 available · Source: Census Bureau · derived from published observations
Median household income Weight 25% · contribution 17.17 points · higher is better · anchors 30,000 to 120,000	$91,795	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published
Total Population	718,323	people	2020–2024 · Release 2024 available · Source: Census Bureau · published
Population Density	11,521.42	people_per_sq_mile	2020–2024 · Release 2024 available · Source: Census Bureau · derived from published observations
Median Household Income	$91,795	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published

Total population: met · Compared against the saved requirement.

Median household income: met · Compared against the saved requirement.

Bergen

Score: 74.01 / 100 · rank: 2 · Requirements: Meets example criteria · Weight coverage: 100%

· BERGEN · EVIDENCE

MEASUREMENT	VALUE	UNITS	PERIOD / STATUS
Total population Weight 40% · contribution 38.49 points · higher is better · anchors 0 to 1,000,000	962,316	people	2020–2024 · Release 2024 available · Source: Census Bureau · published
Population per total geographic square mile Weight 35% · contribution 10.51 points · higher is better · anchors 0 to 13,000	3,904.69	people_per_sq_mile	2020–2024 · Release 2024 available · Source: Census Bureau · derived from published observations
Median household income Weight 25% · contribution 25 points · higher is better · anchors 30,000 to 120,000	$124,884	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published
Total Population	962,316	people	2020–2024 · Release 2024 available · Source: Census Bureau · published
Population Density	3,904.69	people_per_sq_mile	2020–2024 · Release 2024 available · Source: Census Bureau · derived from published observations
Median Household Income	$124,884	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published

Total population: met · Compared against the saved requirement.

Median household income: met · Compared against the saved requirement.

Essex

Score: 66.58 / 100 · rank: 3 · Requirements: Meets example criteria · Weight coverage: 100%

· ESSEX · EVIDENCE

MEASUREMENT	VALUE	UNITS	PERIOD / STATUS
Total population Weight 40% · contribution 34.52 points · higher is better · anchors 0 to 1,000,000	863,002	people	2020–2024 · Release 2024 available · Source: Census Bureau · published
Population per total geographic square mile Weight 35% · contribution 17.95 points · higher is better · anchors 0 to 13,000	6,668.04	people_per_sq_mile	2020–2024 · Release 2024 available · Source: Census Bureau · derived from published observations
Median household income Weight 25% · contribution 14.11 points · higher is better · anchors 30,000 to 120,000	$80,789	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published
Total Population	863,002	people	2020–2024 · Release 2024 available · Source: Census Bureau · published
Population Density	6,668.04	people_per_sq_mile	2020–2024 · Release 2024 available · Source: Census Bureau · derived from published observations
Median Household Income	$80,789	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published

Total population: met · Compared against the saved requirement.

Median household income: met · Compared against the saved requirement.

Camden

Score: 43.65 / 100 · rank: 4 · Requirements: Meets example criteria · Weight coverage: 100%

· CAMDEN · EVIDENCE

MEASUREMENT	VALUE	UNITS	PERIOD / STATUS
Total population Weight 40% · contribution 21.09 points · higher is better · anchors 0 to 1,000,000	527,257	people	2020–2024 · Release 2024 available · Source: Census Bureau · published
Population per total geographic square mile Weight 35% · contribution 6.24 points · higher is better · anchors 0 to 13,000	2,317.51	people_per_sq_mile	2020–2024 · Release 2024 available · Source: Census Bureau · derived from published observations
Median household income Weight 25% · contribution 16.32 points · higher is better · anchors 30,000 to 120,000	$88,755	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published
Total Population	527,257	people	2020–2024 · Release 2024 available · Source: Census Bureau · published
Population Density	2,317.51	people_per_sq_mile	2020–2024 · Release 2024 available · Source: Census Bureau · derived from published observations
Median Household Income	$88,755	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published

Total population: met · Compared against the saved requirement.

Median household income: met · Compared against the saved requirement.

Burlington

Score: 41.94 / 100 · rank: 5 · Requirements: Meets example criteria · Weight coverage: 100%

· BURLINGTON · EVIDENCE

MEASUREMENT	VALUE	UNITS	PERIOD / STATUS
Total population Weight 40% · contribution 18.71 points · higher is better · anchors 0 to 1,000,000	467,805	people	2020–2024 · Release 2024 available · Source: Census Bureau · published
Population per total geographic square mile Weight 35% · contribution 1.54 points · higher is better · anchors 0 to 13,000	570.24	people_per_sq_mile	2020–2024 · Release 2024 available · Source: Census Bureau · derived from published observations
Median household income Weight 25% · contribution 21.7 points · higher is better · anchors 30,000 to 120,000	$108,111	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published
Total Population	467,805	people	2020–2024 · Release 2024 available · Source: Census Bureau · published
Population Density	570.24	people_per_sq_mile	2020–2024 · Release 2024 available · Source: Census Bureau · derived from published observations
Median Household Income	$108,111	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published

Total population: met · Compared against the saved requirement.

Median household income: met · Compared against the saved requirement.

Gloucester

Score: 35.6 / 100 · rank: 6 · Requirements: Meets example criteria · Weight coverage: 100%

· GLOUCESTER · EVIDENCE

MEASUREMENT	VALUE	UNITS	PERIOD / STATUS
Total population Weight 40% · contribution 12.28 points · higher is better · anchors 0 to 1,000,000	306,954	people	2020–2024 · Release 2024 available · Source: Census Bureau · published
Population per total geographic square mile Weight 35% · contribution 2.45 points · higher is better · anchors 0 to 13,000	911.56	people_per_sq_mile	2020–2024 · Release 2024 available · Source: Census Bureau · derived from published observations
Median household income Weight 25% · contribution 20.87 points · higher is better · anchors 30,000 to 120,000	$105,115	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published
Total Population	306,954	people	2020–2024 · Release 2024 available · Source: Census Bureau · published
Population Density	911.56	people_per_sq_mile	2020–2024 · Release 2024 available · Source: Census Bureau · derived from published observations
Median Household Income	$105,115	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published

Total population: met · Compared against the saved requirement.

Median household income: met · Compared against the saved requirement.

Hunterdon

Score: 31.01 / 100 · rank: 7 · Requirements: Meets example criteria · Weight coverage: 100%

· HUNTERDON · EVIDENCE

MEASUREMENT	VALUE	UNITS	PERIOD / STATUS
Total population Weight 40% · contribution 5.21 points · higher is better · anchors 0 to 1,000,000	130,160	people	2020–2024 · Release 2024 available · Source: Census Bureau · published
Population per total geographic square mile Weight 35% · contribution 0.8 points · higher is better · anchors 0 to 13,000	297.58	people_per_sq_mile	2020–2024 · Release 2024 available · Source: Census Bureau · derived from published observations
Median household income Weight 25% · contribution 25 points · higher is better · anchors 30,000 to 120,000	$141,715	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published
Total Population	130,160	people	2020–2024 · Release 2024 available · Source: Census Bureau · published
Population Density	297.58	people_per_sq_mile	2020–2024 · Release 2024 available · Source: Census Bureau · derived from published observations
Median Household Income	$141,715	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published

Total population: met · Compared against the saved requirement.

Median household income: met · Compared against the saved requirement.

Atlantic

Score: 25.51 / 100 · rank: 8 · Requirements: Meets example criteria · Weight coverage: 100%

· ATLANTIC · EVIDENCE

MEASUREMENT	VALUE	UNITS	PERIOD / STATUS
Total population Weight 40% · contribution 11.05 points · higher is better · anchors 0 to 1,000,000	276,270	people	2020–2024 · Release 2024 available · Source: Census Bureau · published
Population per total geographic square mile Weight 35% · contribution 1.11 points · higher is better · anchors 0 to 13,000	411.22	people_per_sq_mile	2020–2024 · Release 2024 available · Source: Census Bureau · derived from published observations
Median household income Weight 25% · contribution 13.35 points · higher is better · anchors 30,000 to 120,000	$78,050	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published
Total Population	276,270	people	2020–2024 · Release 2024 available · Source: Census Bureau · published
Population Density	411.22	people_per_sq_mile	2020–2024 · Release 2024 available · Source: Census Bureau · derived from published observations
Median Household Income	$78,050	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published

Total population: met · Compared against the saved requirement.

Median household income: met · Compared against the saved requirement.

Cape May

Score: 21.19 / 100 · rank: 9 · Requirements: Meets example criteria · Weight coverage: 100%

· CAPE MAY · EVIDENCE

MEASUREMENT	VALUE	UNITS	PERIOD / STATUS
Total population Weight 40% · contribution 3.8 points · higher is better · anchors 0 to 1,000,000	94,941	people	2020–2024 · Release 2024 available · Source: Census Bureau · published
Population per total geographic square mile Weight 35% · contribution 0.41 points · higher is better · anchors 0 to 13,000	153.05	people_per_sq_mile	2020–2024 · Release 2024 available · Source: Census Bureau · derived from published observations
Median household income Weight 25% · contribution 16.98 points · higher is better · anchors 30,000 to 120,000	$91,128	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published
Total Population	94,941	people	2020–2024 · Release 2024 available · Source: Census Bureau · published
Population Density	153.05	people_per_sq_mile	2020–2024 · Release 2024 available · Source: Census Bureau · derived from published observations
Median Household Income	$91,128	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published

Total population: met · Compared against the saved requirement.

Median household income: met · Compared against the saved requirement.

Cumberland

Score: 17.14 / 100 · rank: 10 · Requirements: Meets example criteria · Weight coverage: 100%

· CUMBERLAND · EVIDENCE

MEASUREMENT	VALUE	UNITS	PERIOD / STATUS
Total population Weight 40% · contribution 6.13 points · higher is better · anchors 0 to 1,000,000	153,305	people	2020–2024 · Release 2024 available · Source: Census Bureau · published
Population per total geographic square mile Weight 35% · contribution 0.61 points · higher is better · anchors 0 to 13,000	226.17	people_per_sq_mile	2020–2024 · Release 2024 available · Source: Census Bureau · derived from published observations
Median household income Weight 25% · contribution 10.4 points · higher is better · anchors 30,000 to 120,000	$67,436	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published
Total Population	153,305	people	2020–2024 · Release 2024 available · Source: Census Bureau · published
Population Density	226.17	people_per_sq_mile	2020–2024 · Release 2024 available · Source: Census Bureau · derived from published observations
Median Household Income	$67,436	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published

Total population: met · Compared against the saved requirement.

Median household income: met · Compared against the saved requirement.

Assessment completeness: ● Preliminary .

New Jersey · state-only sample · refreshed 2026-11-15

Analysis date: Nov 15, 2026 · 19:22 UTC

Scoring model: Retail, QSR & franchises · Custom priorities · published whole-market measurements

Qualification geography: published whole markets

Total population · required · at least · minimum 25,000 people

Median household income · required · at least · minimum 60,000 USD

Hudson

Score: 76.92 / 100 · rank: 1 · Requirements: Meets example criteria · Weight coverage: 100%

· HUDSON · EVIDENCE

MEASUREMENT	VALUE	UNITS	PERIOD / STATUS
Total population Weight 40% · contribution 28.73 points · higher is better · anchors 0 to 1,000,000	718,323	people	2020–2024 · Release 2024 available · Source: Census Bureau · published
Population per total geographic square mile Weight 35% · contribution 31.02 points · higher is better · anchors 0 to 13,000	11,521.42	people_per_sq_mile	2020–2024 · Release 2024 available · Source: Census Bureau · derived from published observations
Median household income Weight 25% · contribution 17.17 points · higher is better · anchors 30,000 to 120,000	$91,795	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published
Total Population	718,323	people	2020–2024 · Release 2024 available · Source: Census Bureau · published
Population Density	11,521.42	people_per_sq_mile	2020–2024 · Release 2024 available · Source: Census Bureau · derived from published observations
Median Household Income	$91,795	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published

Total population: met · Compared against the saved requirement.

Median household income: met · Compared against the saved requirement.

Bergen

Score: 74.01 / 100 · rank: 2 · Requirements: Meets example criteria · Weight coverage: 100%

· BERGEN · EVIDENCE

MEASUREMENT	VALUE	UNITS	PERIOD / STATUS
Total population Weight 40% · contribution 38.49 points · higher is better · anchors 0 to 1,000,000	962,316	people	2020–2024 · Release 2024 available · Source: Census Bureau · published
Population per total geographic square mile Weight 35% · contribution 10.51 points · higher is better · anchors 0 to 13,000	3,904.69	people_per_sq_mile	2020–2024 · Release 2024 available · Source: Census Bureau · derived from published observations
Median household income Weight 25% · contribution 25 points · higher is better · anchors 30,000 to 120,000	$124,884	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published
Total Population	962,316	people	2020–2024 · Release 2024 available · Source: Census Bureau · published
Population Density	3,904.69	people_per_sq_mile	2020–2024 · Release 2024 available · Source: Census Bureau · derived from published observations
Median Household Income	$124,884	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published

Total population: met · Compared against the saved requirement.

Median household income: met · Compared against the saved requirement.

Essex

Score: 66.58 / 100 · rank: 3 · Requirements: Meets example criteria · Weight coverage: 100%

· ESSEX · EVIDENCE

MEASUREMENT	VALUE	UNITS	PERIOD / STATUS
Total population Weight 40% · contribution 34.52 points · higher is better · anchors 0 to 1,000,000	863,002	people	2020–2024 · Release 2024 available · Source: Census Bureau · published
Population per total geographic square mile Weight 35% · contribution 17.95 points · higher is better · anchors 0 to 13,000	6,668.04	people_per_sq_mile	2020–2024 · Release 2024 available · Source: Census Bureau · derived from published observations
Median household income Weight 25% · contribution 14.11 points · higher is better · anchors 30,000 to 120,000	$80,789	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published
Total Population	863,002	people	2020–2024 · Release 2024 available · Source: Census Bureau · published
Population Density	6,668.04	people_per_sq_mile	2020–2024 · Release 2024 available · Source: Census Bureau · derived from published observations
Median Household Income	$80,789	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published

Total population: met · Compared against the saved requirement.

Median household income: met · Compared against the saved requirement.

Camden

Score: 43.65 / 100 · rank: 4 · Requirements: Meets example criteria · Weight coverage: 100%

· CAMDEN · EVIDENCE

MEASUREMENT	VALUE	UNITS	PERIOD / STATUS
Total population Weight 40% · contribution 21.09 points · higher is better · anchors 0 to 1,000,000	527,257	people	2020–2024 · Release 2024 available · Source: Census Bureau · published
Population per total geographic square mile Weight 35% · contribution 6.24 points · higher is better · anchors 0 to 13,000	2,317.51	people_per_sq_mile	2020–2024 · Release 2024 available · Source: Census Bureau · derived from published observations
Median household income Weight 25% · contribution 16.32 points · higher is better · anchors 30,000 to 120,000	$88,755	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published
Total Population	527,257	people	2020–2024 · Release 2024 available · Source: Census Bureau · published
Population Density	2,317.51	people_per_sq_mile	2020–2024 · Release 2024 available · Source: Census Bureau · derived from published observations
Median Household Income	$88,755	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published

Total population: met · Compared against the saved requirement.

Median household income: met · Compared against the saved requirement.

Burlington

Score: 41.94 / 100 · rank: 5 · Requirements: Meets example criteria · Weight coverage: 100%

· BURLINGTON · EVIDENCE

MEASUREMENT	VALUE	UNITS	PERIOD / STATUS
Total population Weight 40% · contribution 18.71 points · higher is better · anchors 0 to 1,000,000	467,805	people	2020–2024 · Release 2024 available · Source: Census Bureau · published
Population per total geographic square mile Weight 35% · contribution 1.54 points · higher is better · anchors 0 to 13,000	570.24	people_per_sq_mile	2020–2024 · Release 2024 available · Source: Census Bureau · derived from published observations
Median household income Weight 25% · contribution 21.7 points · higher is better · anchors 30,000 to 120,000	$108,111	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published
Total Population	467,805	people	2020–2024 · Release 2024 available · Source: Census Bureau · published
Population Density	570.24	people_per_sq_mile	2020–2024 · Release 2024 available · Source: Census Bureau · derived from published observations
Median Household Income	$108,111	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published

Total population: met · Compared against the saved requirement.

Median household income: met · Compared against the saved requirement.

Gloucester

Score: 35.6 / 100 · rank: 6 · Requirements: Meets example criteria · Weight coverage: 100%

· GLOUCESTER · EVIDENCE

MEASUREMENT	VALUE	UNITS	PERIOD / STATUS
Total population Weight 40% · contribution 12.28 points · higher is better · anchors 0 to 1,000,000	306,954	people	2020–2024 · Release 2024 available · Source: Census Bureau · published
Population per total geographic square mile Weight 35% · contribution 2.45 points · higher is better · anchors 0 to 13,000	911.56	people_per_sq_mile	2020–2024 · Release 2024 available · Source: Census Bureau · derived from published observations
Median household income Weight 25% · contribution 20.87 points · higher is better · anchors 30,000 to 120,000	$105,115	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published
Total Population	306,954	people	2020–2024 · Release 2024 available · Source: Census Bureau · published
Population Density	911.56	people_per_sq_mile	2020–2024 · Release 2024 available · Source: Census Bureau · derived from published observations
Median Household Income	$105,115	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published

Total population: met · Compared against the saved requirement.

Median household income: met · Compared against the saved requirement.

Hunterdon

Score: 31.01 / 100 · rank: 7 · Requirements: Meets example criteria · Weight coverage: 100%

· HUNTERDON · EVIDENCE

MEASUREMENT	VALUE	UNITS	PERIOD / STATUS
Total population Weight 40% · contribution 5.21 points · higher is better · anchors 0 to 1,000,000	130,160	people	2020–2024 · Release 2024 available · Source: Census Bureau · published
Population per total geographic square mile Weight 35% · contribution 0.8 points · higher is better · anchors 0 to 13,000	297.58	people_per_sq_mile	2020–2024 · Release 2024 available · Source: Census Bureau · derived from published observations
Median household income Weight 25% · contribution 25 points · higher is better · anchors 30,000 to 120,000	$141,715	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published
Total Population	130,160	people	2020–2024 · Release 2024 available · Source: Census Bureau · published
Population Density	297.58	people_per_sq_mile	2020–2024 · Release 2024 available · Source: Census Bureau · derived from published observations
Median Household Income	$141,715	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published

Total population: met · Compared against the saved requirement.

Median household income: met · Compared against the saved requirement.

Atlantic

Score: 25.51 / 100 · rank: 8 · Requirements: Meets example criteria · Weight coverage: 100%

· ATLANTIC · EVIDENCE

MEASUREMENT	VALUE	UNITS	PERIOD / STATUS
Total population Weight 40% · contribution 11.05 points · higher is better · anchors 0 to 1,000,000	276,270	people	2020–2024 · Release 2024 available · Source: Census Bureau · published
Population per total geographic square mile Weight 35% · contribution 1.11 points · higher is better · anchors 0 to 13,000	411.22	people_per_sq_mile	2020–2024 · Release 2024 available · Source: Census Bureau · derived from published observations
Median household income Weight 25% · contribution 13.35 points · higher is better · anchors 30,000 to 120,000	$78,050	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published
Total Population	276,270	people	2020–2024 · Release 2024 available · Source: Census Bureau · published
Population Density	411.22	people_per_sq_mile	2020–2024 · Release 2024 available · Source: Census Bureau · derived from published observations
Median Household Income	$78,050	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published

Total population: met · Compared against the saved requirement.

Median household income: met · Compared against the saved requirement.

Cape May

Score: 21.19 / 100 · rank: 9 · Requirements: Meets example criteria · Weight coverage: 100%

· CAPE MAY · EVIDENCE

MEASUREMENT	VALUE	UNITS	PERIOD / STATUS
Total population Weight 40% · contribution 3.8 points · higher is better · anchors 0 to 1,000,000	94,941	people	2020–2024 · Release 2024 available · Source: Census Bureau · published
Population per total geographic square mile Weight 35% · contribution 0.41 points · higher is better · anchors 0 to 13,000	153.05	people_per_sq_mile	2020–2024 · Release 2024 available · Source: Census Bureau · derived from published observations
Median household income Weight 25% · contribution 16.98 points · higher is better · anchors 30,000 to 120,000	$91,128	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published
Total Population	94,941	people	2020–2024 · Release 2024 available · Source: Census Bureau · published
Population Density	153.05	people_per_sq_mile	2020–2024 · Release 2024 available · Source: Census Bureau · derived from published observations
Median Household Income	$91,128	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published

Total population: met · Compared against the saved requirement.

Median household income: met · Compared against the saved requirement.

Cumberland

Score: 17.14 / 100 · rank: 10 · Requirements: Meets example criteria · Weight coverage: 100%

· CUMBERLAND · EVIDENCE

MEASUREMENT	VALUE	UNITS	PERIOD / STATUS
Total population Weight 40% · contribution 6.13 points · higher is better · anchors 0 to 1,000,000	153,305	people	2020–2024 · Release 2024 available · Source: Census Bureau · published
Population per total geographic square mile Weight 35% · contribution 0.61 points · higher is better · anchors 0 to 13,000	226.17	people_per_sq_mile	2020–2024 · Release 2024 available · Source: Census Bureau · derived from published observations
Median household income Weight 25% · contribution 10.4 points · higher is better · anchors 30,000 to 120,000	$67,436	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published
Total Population	153,305	people	2020–2024 · Release 2024 available · Source: Census Bureau · published
Population Density	226.17	people_per_sq_mile	2020–2024 · Release 2024 available · Source: Census Bureau · derived from published observations
Median Household Income	$67,436	US dollars	2020–2024 · Release 2024 available · Source: Census Bureau · published

Total population: met · Compared against the saved requirement.

Median household income: met · Compared against the saved requirement.

08 — PROJECT INTELLIGENCE

Sources, scope and next steps

Store and prospect records are synthetic. Published market demographics are distinct from site trade areas; no property availability or sales forecast is implied.

Refreshed 2026-11-15: 10 published counties belonging to New Jersey (state FIPS 34); county membership verified before scoring. This is a limited state-only sample, not an exhaustive state ranking. Values describe whole counties, not the illustrative imported points or three-mile circles. Historical runs and reports remain retained; this refreshed version supersedes the earlier showcase results.

Source register

PUBLISHER / DATASET	PERIOD / GEOGRAPHY	METHOD / SOURCE TABLES
Census Bureau acs	2020–2024 county	published B01003, B19013
Census Bureau acs	2020–2024 county	derived from published observations B01003

Custom-area totals are spatial estimates when marked as such. Unavailable measurements remain unknown. The separate evidence download retains metric definitions, source codes, coverage, original snapshots and calculation details.

New Jersey · state-only sample · refreshed 2026-11-15 · scorecard · Nov 15, 2026 · 19:22 UTC

Fixed-anchor scoring using the saved weights and measurements.

New Jersey · state-only sample · refreshed 2026-11-15 · Nov 15, 2026 · 19:22 UTC

Fixed-anchor scoring using the saved weights and measurements.

Missing data is not zero. Native market statistics describe whole published geographies. Scores retain the original formula, weights and evidence; rank is relative to the evaluated set.