



Market Profile

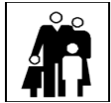
Bayonne Town Center -

Latitude: 40.665658
Longitude: -74.116785

Drivetime: 10 minutes



2000 Total Population	425,245
2000 Group Quarters	9,251
2007 Total Population	446,195
2012 Total Population	461,580
2007 - 2012 Annual Rate	0.68%



2000 Households	155,664
2000 Average Household Size	2.67
2007 Households	163,557
2007 Average Household Size	2.67
2012 Households	169,354
2012 Average Household Size	2.67
2007 - 2012 Annual Rate	0.70%
2000 Families	102,843
2000 Average Family Size	3.31
2007 Families	107,844
2007 Average Family Size	3.31
2012 Families	110,979
2012 Average Family Size	3.31
2007 - 2012 Annual Rate	0.57%



2000 Housing Units	164,042
Owner Occupied Housing Units	39.8%
Renter Occupied Housing Units	55.1%
Vacant Housing Units	5.1%
2007 Housing Units	173,652
Owner Occupied Housing Units	42.8%
Renter Occupied Housing Units	51.4%
Vacant Housing Units	5.8%
2012 Housing Units	180,156
Owner Occupied Housing Units	42.5%
Renter Occupied Housing Units	51.5%
Vacant Housing Units	6.0%

Median Household Income

2000	\$43,090
2007	\$54,717
2012	\$64,139

Median Home Value

2000	\$171,719
2007	\$362,391
2012	\$414,793

Per Capita Income

2000	\$20,722
2007	\$27,360
2012	\$33,229

Median Age

2000	34.1
2007	34.7
2012	35.3

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012.



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2000 Households by Income

Household Income Base	155,639
< \$15,000	19.3%
\$15,000 - \$24,999	11.1%
\$25,000 - \$34,999	11.4%
\$35,000 - \$49,999	14.6%
\$50,000 - \$74,999	18.6%
\$75,000 - \$99,999	11.4%
\$100,000 - \$149,999	9.2%
\$150,000 - \$199,999	2.6%
\$200,000 +	1.9%
Average Household Income	\$55,759

2007 Households by Income

Household Income Base	163,551
< \$15,000	15.2%
\$15,000 - \$24,999	9.3%
\$25,000 - \$34,999	8.4%
\$35,000 - \$49,999	13.3%
\$50,000 - \$74,999	17.3%
\$75,000 - \$99,999	13.4%
\$100,000 - \$149,999	13.7%
\$150,000 - \$199,999	5.3%
\$200,000 +	4.1%
Average Household Income	\$73,690

2012 Households by Income

Household Income Base	169,351
< \$15,000	12.7%
\$15,000 - \$24,999	8.5%
\$25,000 - \$34,999	6.7%
\$35,000 - \$49,999	11.8%
\$50,000 - \$74,999	16.6%
\$75,000 - \$99,999	11.8%
\$100,000 - \$149,999	17.9%
\$150,000 - \$199,999	6.8%
\$200,000 +	7.2%
Average Household Income	\$89,508

2000 Owner Occupied HUs by Value

Total	65,316
< \$50,000	2.2%
\$50,000 - \$99,999	9.8%
\$100,000 - \$149,999	24.2%
\$150,000 - \$199,999	28.8%
\$200,000 - \$299,999	25.9%
\$300,000 - \$499,999	7.9%
\$500,000 - \$999,999	1.1%
\$1,000,000+	0.2%
Average Home Value	\$191,418

2000 Specified Renter Occupied HUs by Contract Rent

Total	90,348
With Cash Rent	97.8%
No Cash Rent	2.2%
Median Rent	\$613
Average Rent	\$625

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied HUs exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012.



Market Profile

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2000 Population by Age

Total	425,243
0 - 4	6.7%
5 - 9	7.3%
10 - 14	7.0%
15 - 19	6.7%
20 - 24	7.1%
25 - 34	16.7%
35 - 44	15.9%
45 - 54	12.8%
55 - 64	8.4%
65 - 74	5.8%
75 - 84	4.1%
85+	1.4%
18+	75.0%

2007 Population by Age

Total	446,196
0 - 4	6.9%
5 - 9	6.4%
10 - 14	7.4%
15 - 19	7.5%
20 - 24	7.0%
25 - 34	15.3%
35 - 44	15.5%
45 - 54	13.7%
55 - 64	9.9%
65 - 74	5.3%
75 - 84	3.6%
85+	1.6%
18+	74.9%

2012 Population by Age

Total	461,579
0 - 4	7.0%
5 - 9	6.2%
10 - 14	6.1%
15 - 19	7.2%
20 - 24	8.2%
25 - 34	14.9%
35 - 44	14.2%
45 - 54	14.0%
55 - 64	11.2%
65 - 74	5.9%
75 - 84	3.4%
85+	1.8%
18+	76.6%

2000 Population by Sex

Males	48.5%
Females	51.5%

2007 Population by Sex

Males	48.6%
Females	51.4%

2012 Population by Sex

Males	48.6%
Females	51.4%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012.



Market Profile

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2000 Population by Race/Ethnicity

Total	425,247
White Alone	52.2%
Black Alone	23.6%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	9.9%
Some Other Race Alone	9.4%
Two or More Races	4.5%
Hispanic Origin	20.0%
Diversity Index	77.0

2007 Population by Race/Ethnicity

Total	446,194
White Alone	48.9%
Black Alone	23.2%
American Indian Alone	0.4%
Asian or Pacific Islander Alone	11.7%
Some Other Race Alone	10.9%
Two or More Races	5.0%
Hispanic Origin	23.7%
Diversity Index	80.5

2012 Population by Race/Ethnicity

Total	461,581
White Alone	46.7%
Black Alone	22.7%
American Indian Alone	0.4%
Asian or Pacific Islander Alone	12.9%
Some Other Race Alone	11.9%
Two or More Races	5.4%
Hispanic Origin	26.2%
Diversity Index	82.5



2000 Population 3+ by School Enrollment

Total	408,082
Enrolled in Nursery/Preschool	1.9%
Enrolled in Kindergarten	1.5%
Enrolled in Grade 1-8	12.5%
Enrolled in Grade 9-12	6.1%
Enrolled in College	5.5%
Enrolled in Grad/Prof School	1.6%
Not Enrolled in School	71.0%

2000 Population 25+ by Educational Attainment

Total	277,704
Less than 9th Grade	8.3%
9th - 12th Grade, No Diploma	14.9%
High School Graduate	30.1%
Some College, No Degree	17.2%
Associate Degree	4.7%
Bachelor's Degree	15.8%
Master's/Prof/Doctorate Degree	8.9%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012.



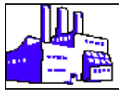
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2000 Population 15+ by Sex and Marital Status

Total	335,252
Females	52.4%
Never Married	16.9%
Married, not Separated	22.6%
Married, Separated	2.3%
Widowed	6.3%
Divorced	4.4%
Males	47.6%
Never Married	19.0%
Married, not Separated	23.3%
Married, Separated	1.3%
Widowed	1.4%
Divorced	2.8%



2000 Population 16+ by Employment Status

Total	329,700
In Labor Force	60.4%
Civilian Employed	55.2%
Civilian Unemployed	5.2%
In Armed Forces	0.0%
Not in Labor Force	39.6%

2007 Civilian Population 16+ in Labor Force

Civilian Employed	90.8%
Civilian Unemployed	9.2%

2012 Civilian Population 16+ in Labor Force

Civilian Employed	91.5%
Civilian Unemployed	8.5%

2000 Females 16+ by Employment Status and Age of Children

Total	172,773
Own Children < 6 Only	7.2%
Employed/in Armed Forces	3.6%
Unemployed	0.5%
Not in Labor Force	3.1%
Own Children <6 and 6-17	6.2%
Employed/in Armed Forces	3.2%
Unemployed	0.4%
Not in Labor Force	2.7%
Own Children 6-17 Only	16.7%
Employed/in Armed Forces	10.3%
Unemployed	0.9%
Not in Labor Force	5.5%
No Own Children <18	70.0%
Employed/in Armed Forces	32.5%
Unemployed	3.1%
Not in Labor Force	34.3%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012.



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2007 Employed Population 16+ by Industry

Total	189,624
Agriculture/Mining	0.1%
Construction	4.9%
Manufacturing	5.2%
Wholesale Trade	3.2%
Retail Trade	9.4%
Transportation/Utilities	9.1%
Information	3.1%
Finance/Insurance/Real Estate	12.5%
Services	46.8%
Public Administration	5.8%

2007 Employed Population 16+ by Occupation

Total	189,624
White Collar	62.4%
Management/Business/Financial	12.6%
Professional	22.5%
Sales	10.1%
Administrative Support	17.2%
Services	19.0%
Blue Collar	18.6%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	4.8%
Installation/Maintenance/Repair	3.3%
Production	3.6%
Transportation/Material Moving	6.9%



2000 Workers 16+ by Means of Transportation to Work

Total	177,530
Drove Alone - Car, Truck, or Van	46.2%
Carpooled - Car, Truck, or Van	12.9%
Public Transportation	32.1%
Walked	6.4%
Other Means	0.8%
Worked at Home	1.6%

2000 Workers 16+ by Travel Time to Work

Total	177,531
Did not Work at Home	98.4%
Less than 5 minutes	1.4%
5 to 9 minutes	5.9%
10 to 19 minutes	21.0%
20 to 24 minutes	11.1%
25 to 34 minutes	18.2%
35 to 44 minutes	6.8%
45 to 59 minutes	11.6%
60 to 89 minutes	14.1%
90 or more minutes	8.1%
Worked at Home	1.6%
Average Travel Time to Work (in min)	37.5

2000 Households by Vehicles Available

Total	155,746
None	30.7%
1	41.8%
2	21.4%
3	4.5%
4	1.1%
5+	0.5%
Average Number of Vehicles Available	1.1

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007





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2000 Households by Type

Total	155,663
Family Households	66.1%
Married-couple Family	42.3%
With Related Children	21.6%
Other Family (No Spouse)	23.8%
With Related Children	14.4%
Nonfamily Households	33.9%
Householder Living Alone	27.9%
Householder Not Living Alone	6.0%
Households with Related Children	36.0%
Households with Persons 65+	23.0%

2000 Households by Size

Total	155,664
1 Person Household	27.9%
2 Person Household	27.1%
3 Person Household	17.4%
4 Person Household	14.6%
5 Person Household	7.7%
6 Person Household	3.0%
7+ Person Household	2.2%

2000 Households by Year Householder Moved In

Total	155,746
Moved in 1999 to March 2000	17.5%
Moved in 1995 to 1998	29.3%
Moved in 1990 to 1994	15.5%
Moved in 1980 to 1989	15.8%
Moved in 1970 to 1979	10.4%
Moved in 1969 or Earlier	11.5%
Median Year Householder Moved In	1994



2000 Housing Units by Units in Structure

Total	164,136
1, Detached	18.4%
1, Attached	12.5%
2	26.0%
3 or 4	11.6%
5 to 9	8.1%
10 to 19	5.6%
20+	17.4%
Mobile Home	0.2%
Other	0.0%

2000 Housing Units by Year Structure Built

Total	164,177
1999 to March 2000	1.2%
1995 to 1998	3.1%
1990 to 1994	3.6%
1980 to 1989	8.4%
1970 to 1979	12.3%
1969 or Earlier	71.4%
Median Year Structure Built	1954

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





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Top 3 Tapestry Segments

1. City Lights
2. City Strivers
3. International Marketplace



2007 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$458,121,969
Average Spent	\$2,800.99
Spending Potential Index	102
Computers & Accessories: Total \$	\$40,934,621
Average Spent	\$250.28
Spending Potential Index	100
Education: Total \$	\$230,522,923
Average Spent	\$1,409.43
Spending Potential Index	110
Entertainment/Recreation: Total \$	\$543,307,655
Average Spent	\$3,321.82
Spending Potential Index	97
Food at Home: Total \$	\$867,365,878
Average Spent	\$5,303.14
Spending Potential Index	105
Food Away from Home: Total \$	\$592,464,034
Average Spent	\$3,622.37
Spending Potential Index	107
Health Care: Total \$	\$564,678,011
Average Spent	\$3,452.48
Spending Potential Index	88
HH Furnishings & Equipment: Total \$	\$342,887,239
Average Spent	\$2,096.44
Spending Potential Index	93
Investments: Total \$	\$236,750,181
Average Spent	\$1,447.51
Spending Potential Index	97
Retail Goods: Total \$	\$4,122,511,093
Average Spent	\$25,205.35
Spending Potential Index	95
Shelter: Total \$	\$2,773,149,554
Average Spent	\$16,955.25
Spending Potential Index	113
TV/Video/Sound Equipment: Total \$	\$197,317,690
Average Spent	\$1,206.42
Spending Potential Index	104
Travel: Total \$	\$307,173,315
Average Spent	\$1,878.08
Spending Potential Index	102
Vehicle Maintenance & Repairs: Total \$	\$164,151,163
Average Spent	\$1,003.63
Spending Potential Index	94

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.
Source: Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.