



Market Profile

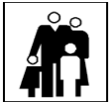
Bayonne Town Center -

Latitude: 40.665658
Longitude: -74.116785

Drivetime: 15 minutes



2000 Total Population	1,877,461
2000 Group Quarters	60,735
2007 Total Population	1,976,923
2012 Total Population	2,045,355
2007 - 2012 Annual Rate	0.68%



2000 Households	738,961
2000 Average Household Size	2.46
2007 Households	775,037
2007 Average Household Size	2.47
2012 Households	802,702
2012 Average Household Size	2.47
2007 - 2012 Annual Rate	0.70%
2000 Families	423,943
2000 Average Family Size	3.25
2007 Families	440,988
2007 Average Family Size	3.25
2012 Families	451,971
2012 Average Family Size	3.26
2007 - 2012 Annual Rate	0.49%



2000 Housing Units	780,945
Owner Occupied Housing Units	33.1%
Renter Occupied Housing Units	61.5%
Vacant Housing Units	5.4%
2007 Housing Units	826,666
Owner Occupied Housing Units	35.7%
Renter Occupied Housing Units	58.0%
Vacant Housing Units	6.2%
2012 Housing Units	858,380
Owner Occupied Housing Units	35.4%
Renter Occupied Housing Units	58.1%
Vacant Housing Units	6.5%

Median Household Income

2000	\$43,475
2007	\$57,815
2012	\$69,604

Median Home Value

2000	\$183,494
2007	\$378,207
2012	\$440,777

Per Capita Income

2000	\$25,214
2007	\$34,655
2012	\$44,021

Median Age

2000	34.5
2007	35.6
2012	36.7

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	739,035
< \$15,000	19.5%
\$15,000 - \$24,999	11.0%
\$25,000 - \$34,999	10.9%
\$35,000 - \$49,999	14.3%
\$50,000 - \$74,999	17.7%
\$75,000 - \$99,999	10.5%
\$100,000 - \$149,999	9.3%
\$150,000 - \$199,999	3.1%
\$200,000 +	3.7%
Average Household Income	\$63,063

2007 Households by Income

Household Income Base	775,014
< \$15,000	14.7%
\$15,000 - \$24,999	9.1%
\$25,000 - \$34,999	8.1%
\$35,000 - \$49,999	12.2%
\$50,000 - \$74,999	16.7%
\$75,000 - \$99,999	12.6%
\$100,000 - \$149,999	13.6%
\$150,000 - \$199,999	6.0%
\$200,000 +	6.9%
Average Household Income	\$87,191

2012 Households by Income

Household Income Base	802,683
< \$15,000	11.9%
\$15,000 - \$24,999	8.3%
\$25,000 - \$34,999	6.3%
\$35,000 - \$49,999	10.7%
\$50,000 - \$74,999	15.6%
\$75,000 - \$99,999	11.3%
\$100,000 - \$149,999	16.7%
\$150,000 - \$199,999	8.2%
\$200,000 +	11.0%
Average Household Income	\$110,863

2000 Owner Occupied HUs by Value

Total	258,323
< \$50,000	3.1%
\$50,000 - \$99,999	8.5%
\$100,000 - \$149,999	21.1%
\$150,000 - \$199,999	24.6%
\$200,000 - \$299,999	23.5%
\$300,000 - \$499,999	11.8%
\$500,000 - \$999,999	4.9%
\$1,000,000+	2.5%
Average Home Value	\$245,739

2000 Specified Renter Occupied HUs by Contract Rent

Total	480,353
With Cash Rent	98.1%
No Cash Rent	1.9%
Median Rent	\$646
Average Rent	\$750

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.



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2000 Population by Age

Total	1,877,460
0 - 4	6.1%
5 - 9	6.3%
10 - 14	6.0%
15 - 19	6.2%
20 - 24	7.7%
25 - 34	18.6%
35 - 44	16.4%
45 - 54	12.9%
55 - 64	8.4%
65 - 74	6.0%
75 - 84	4.0%
85+	1.4%
18+	78.1%

2007 Population by Age

Total	1,976,924
0 - 4	6.1%
5 - 9	5.7%
10 - 14	6.3%
15 - 19	6.8%
20 - 24	7.0%
25 - 34	17.2%
35 - 44	16.2%
45 - 54	13.7%
55 - 64	10.0%
65 - 74	5.6%
75 - 84	3.7%
85+	1.7%
18+	78.1%

2012 Population by Age

Total	2,045,353
0 - 4	6.2%
5 - 9	5.4%
10 - 14	5.4%
15 - 19	6.4%
20 - 24	8.6%
25 - 34	15.5%
35 - 44	15.2%
45 - 54	14.3%
55 - 64	11.4%
65 - 74	6.1%
75 - 84	3.7%
85+	1.8%
18+	79.4%

2000 Population by Sex

Males	48.8%
Females	51.2%

2007 Population by Sex

Males	48.9%
Females	51.1%

2012 Population by Sex

Males	49.0%
Females	51.0%

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	1,877,462
White Alone	55.6%
Black Alone	20.5%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	10.4%
Some Other Race Alone	9.1%
Two or More Races	4.2%
Hispanic Origin	22.0%
Diversity Index	76.3

2007 Population by Race/Ethnicity

Total	1,976,922
White Alone	52.4%
Black Alone	20.2%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	12.0%
Some Other Race Alone	10.3%
Two or More Races	4.7%
Hispanic Origin	25.2%
Diversity Index	79.5

2012 Population by Race/Ethnicity

Total	2,045,355
White Alone	50.3%
Black Alone	19.9%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	13.3%
Some Other Race Alone	11.0%
Two or More Races	5.1%
Hispanic Origin	27.4%
Diversity Index	81.3



2000 Population 3+ by School Enrollment

Total	1,810,704
Enrolled in Nursery/Preschool	1.7%
Enrolled in Kindergarten	1.3%
Enrolled in Grade 1-8	10.6%
Enrolled in Grade 9-12	5.5%
Enrolled in College	6.0%
Enrolled in Grad/Prof School	1.9%
Not Enrolled in School	73.1%

2000 Population 25+ by Educational Attainment

Total	1,275,495
Less than 9th Grade	11.3%
9th - 12th Grade, No Diploma	14.3%
High School Graduate	25.4%
Some College, No Degree	15.2%
Associate Degree	4.2%
Bachelor's Degree	17.8%
Master's/Prof/Doctorate Degree	11.7%

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.



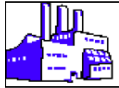
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2000 Population 15+ by Sex and Marital Status

Total	1,532,979
Females	51.9%
Never Married	18.5%
Married, not Separated	21.1%
Married, Separated	2.1%
Widowed	5.7%
Divorced	4.5%
Males	48.1%
Never Married	20.6%
Married, not Separated	21.9%
Married, Separated	1.3%
Widowed	1.3%
Divorced	3.0%



2000 Population 16+ by Employment Status

Total	1,512,681
In Labor Force	61.7%
Civilian Employed	56.5%
Civilian Unemployed	5.2%
In Armed Forces	0.1%
Not in Labor Force	38.3%

2007 Civilian Population 16+ in Labor Force

Civilian Employed	91.6%
Civilian Unemployed	8.4%

2012 Civilian Population 16+ in Labor Force

Civilian Employed	92.2%
Civilian Unemployed	7.8%

2000 Females 16+ by Employment Status and Age of Children

Total	785,483
Own Children < 6 Only	6.6%
Employed/in Armed Forces	3.3%
Unemployed	0.4%
Not in Labor Force	2.9%
Own Children <6 and 6-17	5.3%
Employed/in Armed Forces	2.6%
Unemployed	0.3%
Not in Labor Force	2.3%
Own Children 6-17 Only	14.1%
Employed/in Armed Forces	8.7%
Unemployed	0.8%
Not in Labor Force	4.6%
No Own Children <18	74.0%
Employed/in Armed Forces	36.6%
Unemployed	3.3%
Not in Labor Force	34.1%

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	913,073
Agriculture/Mining	0.1%
Construction	4.7%
Manufacturing	6.5%
Wholesale Trade	3.3%
Retail Trade	8.9%
Transportation/Utilities	6.8%
Information	5.1%
Finance/Insurance/Real Estate	11.9%
Services	48.5%
Public Administration	4.3%

2007 Employed Population 16+ by Occupation

Total	913,072
White Collar	65.3%
Management/Business/Financial	14.5%
Professional	25.8%
Sales	10.5%
Administrative Support	14.5%
Services	17.3%
Blue Collar	17.5%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	4.2%
Installation/Maintenance/Repair	2.6%
Production	4.7%
Transportation/Material Moving	5.9%



2000 Workers 16+ by Means of Transportation to Work

Total	834,444
Drove Alone - Car, Truck, or Van	36.0%
Carpooled - Car, Truck, or Van	10.0%
Public Transportation	37.5%
Walked	12.1%
Other Means	1.3%
Worked at Home	3.0%

2000 Workers 16+ by Travel Time to Work

Total	834,445
Did not Work at Home	97.0%
Less than 5 minutes	1.6%
5 to 9 minutes	5.5%
10 to 19 minutes	22.3%
20 to 24 minutes	13.1%
25 to 34 minutes	20.8%
35 to 44 minutes	6.9%
45 to 59 minutes	10.4%
60 to 89 minutes	10.7%
90 or more minutes	5.5%
Worked at Home	3.0%
Average Travel Time to Work (in min)	33.5

2000 Households by Vehicles Available

Total	738,903
None	45.3%
1	34.0%
2	15.9%
3	3.5%
4	0.8%
5+	0.5%
Average Number of Vehicles Available	0.8

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	738,961
Family Households	57.4%
Married-couple Family	37.2%
With Related Children	18.1%
Other Family (No Spouse)	20.2%
With Related Children	11.8%
Nonfamily Households	42.6%
Householder Living Alone	34.2%
Householder Not Living Alone	8.4%
Households with Related Children	29.8%
Households with Persons 65+	22.0%

2000 Households by Size

Total	738,961
1 Person Household	34.2%
2 Person Household	27.7%
3 Person Household	15.3%
4 Person Household	12.2%
5 Person Household	6.2%
6 Person Household	2.6%
7+ Person Household	1.9%

2000 Households by Year Householder Moved In

Total	738,904
Moved in 1999 to March 2000	17.9%
Moved in 1995 to 1998	29.2%
Moved in 1990 to 1994	15.7%
Moved in 1980 to 1989	15.2%
Moved in 1970 to 1979	11.4%
Moved in 1969 or Earlier	10.6%
Median Year Householder Moved In	1994



2000 Housing Units by Units in Structure

Total	780,751
1, Detached	13.3%
1, Attached	7.8%
2	16.6%
3 or 4	11.2%
5 to 9	8.6%
10 to 19	8.6%
20+	33.7%
Mobile Home	0.1%
Other	0.0%

2000 Housing Units by Year Structure Built

Total	780,773
1999 to March 2000	1.2%
1995 to 1998	2.5%
1990 to 1994	2.6%
1980 to 1989	7.2%
1970 to 1979	10.0%
1969 or Earlier	76.5%
Median Year Structure Built	1950

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. Laptops and Lattes
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 \$	\$2,563,514,258
Average Spent	\$3,307.60
Spending Potential Index	120
Computers & Accessories: Total \$	\$234,673,047
Average Spent	\$302.79
Spending Potential Index	122
Education: Total \$	\$1,266,009,392
Average Spent	\$1,633.48
Spending Potential Index	127
Entertainment/Recreation: Total \$	\$3,040,733,303
Average Spent	\$3,923.34
Spending Potential Index	114
Food at Home: Total \$	\$4,873,766,808
Average Spent	\$6,288.43
Spending Potential Index	125
Food Away from Home: Total \$	\$3,334,210,121
Average Spent	\$4,302.00
Spending Potential Index	127
Health Care: Total \$	\$3,141,883,485
Average Spent	\$4,053.85
Spending Potential Index	104
HH Furnishings & Equipment: Total \$	\$1,923,111,191
Average Spent	\$2,481.32
Spending Potential Index	110
Investments: Total \$	\$1,279,814,802
Average Spent	\$1,651.30
Spending Potential Index	111
Retail Goods: Total \$	\$23,163,765,013
Average Spent	\$29,887.30
Spending Potential Index	113
Shelter: Total \$	\$15,544,441,787
Average Spent	\$20,056.39
Spending Potential Index	133
TV/Video/Sound Equipment: Total \$	\$1,110,897,339
Average Spent	\$1,433.35
Spending Potential Index	123
Travel: Total \$	\$1,706,590,965
Average Spent	\$2,201.95
Spending Potential Index	119
Vehicle Maintenance & Repairs: Total \$	\$936,598,345
Average Spent	\$1,208.46
Spending Potential Index	113

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.