



# Market Profile

Bayonne Town Center - 3 Mile

Latitude: 40.665658  
Longitude: -74.116785

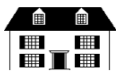
Radius: 3.0 mile



2000 Total Population	161,097
2000 Group Quarters	2,667
2007 Total Population	166,690
2012 Total Population	171,093
2007 - 2012 Annual Rate	0.52%



2000 Households	60,560
2000 Average Household Size	2.62
2007 Households	62,379
2007 Average Household Size	2.63
2012 Households	63,881
2012 Average Household Size	2.64
2007 - 2012 Annual Rate	0.48%
2000 Families	39,507
2000 Average Family Size	3.27
2007 Families	40,716
2007 Average Family Size	3.27
2012 Families	41,475
2012 Average Family Size	3.28
2007 - 2012 Annual Rate	0.37%



<b>2000 Housing Units</b>	64,120
Owner Occupied Housing Units	40.2%
Renter Occupied Housing Units	54.2%
Vacant Housing Units	5.6%
<b>2007 Housing Units</b>	66,485
Owner Occupied Housing Units	43.2%
Renter Occupied Housing Units	50.6%
Vacant Housing Units	6.2%
<b>2012 Housing Units</b>	68,131
Owner Occupied Housing Units	42.8%
Renter Occupied Housing Units	50.9%
Vacant Housing Units	6.2%

<b>Median Household Income</b>	
2000	\$41,712
2007	\$52,570
2012	\$61,791

<b>Median Home Value</b>	
2000	\$167,792
2007	\$356,804
2012	\$404,541

<b>Per Capita Income</b>	
2000	\$20,308
2007	\$25,750
2012	\$30,692

<b>Median Age</b>	
2000	35.4
2007	35.7
2012	36.1

**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.



# Market Profile

Bayonne Town Center - 3 Mile

Latitude: 40.665658  
Longitude: -74.116785

Radius: 3.0 mile

**2000 Households by Income**

Household Income Base	60,549
< \$15,000	19.3%
\$15,000 - \$24,999	12.0%
\$25,000 - \$34,999	11.4%
\$35,000 - \$49,999	15.1%
\$50,000 - \$74,999	18.5%
\$75,000 - \$99,999	11.4%
\$100,000 - \$149,999	8.6%
\$150,000 - \$199,999	2.3%
\$200,000 +	1.4%
Average Household Income	\$53,042

**2007 Households by Income**

Household Income Base	62,378
< \$15,000	15.2%
\$15,000 - \$24,999	9.7%
\$25,000 - \$34,999	9.1%
\$35,000 - \$49,999	13.7%
\$50,000 - \$74,999	17.7%
\$75,000 - \$99,999	13.8%
\$100,000 - \$149,999	13.3%
\$150,000 - \$199,999	4.4%
\$200,000 +	3.1%
Average Household Income	\$68,296

**2012 Households by Income**

Household Income Base	63,883
< \$15,000	12.6%
\$15,000 - \$24,999	8.8%
\$25,000 - \$34,999	7.3%
\$35,000 - \$49,999	12.5%
\$50,000 - \$74,999	17.3%
\$75,000 - \$99,999	11.9%
\$100,000 - \$149,999	18.3%
\$150,000 - \$199,999	6.0%
\$200,000 +	5.4%
Average Household Income	\$81,655

**2000 Owner Occupied HUs by Value**

Total	25,624
< \$50,000	1.6%
\$50,000 - \$99,999	7.9%
\$100,000 - \$149,999	26.3%
\$150,000 - \$199,999	34.8%
\$200,000 - \$299,999	23.9%
\$300,000 - \$499,999	4.7%
\$500,000 - \$999,999	0.7%
\$1,000,000+	0.2%
Average Home Value	\$182,735

**2000 Specified Renter Occupied HUs by Contract Rent**

Total	34,849
With Cash Rent	97.9%
No Cash Rent	2.1%
Median Rent	\$614
Average Rent	\$579

**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**

Bayonne Town Center - 3 Mile

Latitude: 40.665658

Longitude: -74.116785

Radius: 3.0 mile

**2000 Population by Age**

Total	161,098
0 - 4	6.7%
5 - 9	7.3%
10 - 14	7.2%
15 - 19	6.6%
20 - 24	6.4%

25 - 34	15.2%
35 - 44	15.9%
45 - 54	13.2%
55 - 64	8.2%
65 - 74	6.6%
75 - 84	5.1%
85+	1.7%
18+	74.7%

**2007 Population by Age**

Total	166,691
0 - 4	6.9%
5 - 9	6.5%
10 - 14	7.6%
15 - 19	7.6%
20 - 24	6.8%
25 - 34	13.6%
35 - 44	15.1%
45 - 54	14.4%
55 - 64	9.9%
65 - 74	5.4%
75 - 84	4.2%
85+	2.0%
18+	74.4%

**2012 Population by Age**

Total	171,093
0 - 4	7.1%
5 - 9	6.2%
10 - 14	6.2%
15 - 19	7.1%
20 - 24	8.0%
25 - 34	14.0%
35 - 44	13.4%
45 - 54	14.3%
55 - 64	11.7%
65 - 74	5.9%
75 - 84	3.9%
85+	2.2%
18+	76.2%

**2000 Population by Sex**

Males	47.6%
Females	52.4%

**2007 Population by Sex**

Males	47.8%
Females	52.2%

**2012 Population by Sex**

Males	47.8%
Females	52.2%

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



**Market Profile**

Bayonne Town Center - 3 Mile

Latitude: 40.665658  
Longitude: -74.116785

Radius: 3.0 mile



**2000 Population by Race/Ethnicity**

Total	161,097
White Alone	59.4%
Black Alone	20.3%
American Indian Alone	0.4%
Asian or Pacific Islander Alone	6.2%
Some Other Race Alone	9.3%
Two or More Races	4.4%
Hispanic Origin	20.8%
Diversity Index	73.3

**2007 Population by Race/Ethnicity**

Total	166,690
White Alone	55.2%

Black Alone	20.8%
American Indian Alone	0.4%
Asian or Pacific Islander Alone	7.5%
Some Other Race Alone	11.0%
Two or More Races	5.1%
Hispanic Origin	25.0%
Diversity Index	77.9

**2012 Population by Race/Ethnicity**

Total	171,093
White Alone	52.4%
Black Alone	21.0%
American Indian Alone	0.4%
Asian or Pacific Islander Alone	8.4%
Some Other Race Alone	12.1%
Two or More Races	5.6%
Hispanic Origin	28.1%
Diversity Index	80.6



**2000 Population 3+ by School Enrollment**

Total	154,251
Enrolled in Nursery/Preschool	2.0%
Enrolled in Kindergarten	1.5%
Enrolled in Grade 1-8	12.5%
Enrolled in Grade 9-12	6.2%
Enrolled in College	4.7%
Enrolled in Grad/Prof School	1.4%
Not Enrolled in School	71.7%

**2000 Population 25+ by Educational Attainment**

Total	106,314
Less than 9th Grade	8.0%
9th - 12th Grade, No Diploma	14.5%
High School Graduate	32.9%
Some College, No Degree	17.6%
Associate Degree	4.7%
Bachelor's Degree	14.2%
Master's/Prof/Doctorate Degree	8.0%

**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.



**Market Profile**

Bayonne Town Center - 3 Mile

**Latitude:** 40.665658  
**Longitude:** -74.116785

**Radius:** 3.0 mile



**2000 Population 15+ by Sex and Marital Status**

Total	126,323
Females	53.3%
Never Married	16.1%
Married, not Separated	22.8%
Married, Separated	2.1%
Widowed	7.3%
Divorced	5.0%
Males	46.7%
Never Married	18.0%
Married, not Separated	22.9%
Married, Separated	1.3%
Widowed	1.5%
Divorced	3.0%



**2000 Population 16+ by Employment Status**

Total	123,940
In Labor Force	59.7%
Civilian Employed	55.2%
Civilian Unemployed	4.5%
In Armed Forces	0.1%

Not in Labor Force 40.3%

**2007 Civilian Population 16+ in Labor Force**

Civilian Employed 92.0%  
Civilian Unemployed 8.0%

**2012 Civilian Population 16+ in Labor Force**

Civilian Employed 92.5%  
Civilian Unemployed 7.5%

**2000 Females 16+ by Employment Status and Age of Children**

Total 66,161  
Own Children < 6 Only 7.1%  
Employed/in Armed Forces 3.6%  
Unemployed 0.4%  
Not in Labor Force 3.1%  
Own Children <6 and 6-17 6.3%  
Employed/in Armed Forces 3.4%  
Unemployed 0.3%  
Not in Labor Force 2.5%  
Own Children 6-17 Only 17.1%  
Employed/in Armed Forces 11.1%  
Unemployed 0.7%  
Not in Labor Force 5.3%  
No Own Children <18 69.6%  
Employed/in Armed Forces 30.9%  
Unemployed 2.5%  
Not in Labor Force 36.1%

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



## Market Profile

Bayonne Town Center - 3 Mile

Latitude: 40.665658

Longitude: -74.116785

Radius: 3.0 mile



**2007 Employed Population 16+ by Industry**

Total 70,342  
Agriculture/Mining 0.1%  
Construction 5.0%  
Manufacturing 5.1%  
Wholesale Trade 3.1%  
Retail Trade 9.2%  
Transportation/Utilities 9.2%  
Information 2.6%  
Finance/Insurance/Real Estate 11.2%  
Services 48.2%  
Public Administration 6.3%

**2007 Employed Population 16+ by Occupation**

Total 70,345  
White Collar 61.0%  
Management/Business/Financial 11.1%  
Professional 22.8%  
Sales 9.0%  
Administrative Support 18.0%  
Services 20.3%  
Blue Collar 18.8%  
Farming/Forestry/Fishing 0.1%  
Construction/Extraction 5.0%  
Installation/Maintenance/Repair 3.7%  
Production 3.4%  
Transportation/Material Moving 6.6%



**2000 Workers 16+ by Means of Transportation to Work**

Total 66,715  
Drove Alone - Car, Truck, or Van 50.8%  
Carpooled - Car, Truck, or Van 12.5%  
Public Transportation 28.3%

Walked	6.1%
Other Means	0.7%
Worked at Home	1.6%

**2000 Workers 16+ by Travel Time to Work**

Total	66,715
Did not Work at Home	98.4%
Less than 5 minutes	1.6%
5 to 9 minutes	7.2%
10 to 19 minutes	20.8%
20 to 24 minutes	10.5%
25 to 34 minutes	17.2%
35 to 44 minutes	6.1%
45 to 59 minutes	10.3%
60 to 89 minutes	15.9%
90 or more minutes	8.8%
Worked at Home	1.6%
Average Travel Time to Work (in min)	38.0

**2000 Households by Vehicles Available**

Total	60,502
None	29.9%
1	42.3%
2	21.8%
3	4.5%
4	1.0%
5+	0.4%
Average Number of Vehicles Available	1.1

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



**Market Profile**

Bayonne Town Center - 3 Mile

Latitude: 40.665658  
Longitude: -74.116785

Radius: 3.0 mile



**2000 Households by Type**

Total	60,559
Family Households	65.2%
Married-couple Family	41.5%
With Related Children	21.0%
Other Family (No Spouse)	23.7%
With Related Children	14.1%
Nonfamily Households	34.8%
Householder Living Alone	29.7%
Householder Not Living Alone	5.1%
Households with Related Children	35.2%
Households with Persons 65+	26.6%

**2000 Households by Size**

Total	60,560
1 Person Household	29.7%
2 Person Household	27.0%
3 Person Household	17.0%
4 Person Household	14.0%
5 Person Household	7.4%
6 Person Household	2.9%
7+ Person Household	2.1%

**2000 Households by Year Householder Moved In**

Total	60,501
Moved in 1999 to March 2000	16.1%
Moved in 1995 to 1998	28.3%
Moved in 1990 to 1994	15.3%
Moved in 1980 to 1989	15.1%
Moved in 1970 to 1979	10.4%
Moved in 1969 or Earlier	14.9%
Median Year Householder Moved In	1993



**2000 Housing Units by Units in Structure**

Total	64,083
1, Detached	21.3%
1, Attached	7.3%

2	32.2%
3 or 4	12.4%
5 to 9	6.9%
10 to 19	5.4%
20+	14.1%
Mobile Home	0.2%
Other	0.0%

**2000 Housing Units by Year Structure Built**

Total	64,053
1999 to March 2000	0.6%
1995 to 1998	2.1%
1990 to 1994	2.7%
1980 to 1989	4.6%
1970 to 1979	8.4%
1969 or Earlier	81.6%
Median Year Structure Built	1945

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



## Market Profile

Bayonne Town Center - 3 Mile

**Latitude:** 40.665658

**Longitude:** -74.116785

**Radius:** 3.0 mile

**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 \$	\$162,833,606
Average Spent	\$2,610.39
Spending Potential Index	95
Computers & Accessories: Total \$	\$14,218,144
Average Spent	\$227.93
Spending Potential Index	92
Education: Total \$	\$82,378,806
Average Spent	\$1,320.62
Spending Potential Index	103
Entertainment/Recreation: Total \$	\$191,724,547
Average Spent	\$3,073.54
Spending Potential Index	90
Food at Home: Total \$	\$307,289,591
Average Spent	\$4,926.17
Spending Potential Index	98
Food Away from Home: Total \$	\$209,771,868
Average Spent	\$3,362.86
Spending Potential Index	99
Health Care: Total \$	\$200,939,179
Average Spent	\$3,221.26
Spending Potential Index	82
HH Furnishings & Equipment: Total \$	\$120,749,130
Average Spent	\$1,935.73
Spending Potential Index	86
Investments: Total \$	\$85,282,711
Average Spent	\$1,367.17
Spending Potential Index	92
Retail Goods: Total \$	\$1,452,955,885
Average Spent	\$23,292.39
Spending Potential Index	88
Shelter: Total \$	\$982,615,779
Average Spent	\$15,752.35
Spending Potential Index	105

TV/Video/Sound Equipment: Total \$	\$69,850,798
Average Spent	\$1,119.78
Spending Potential Index	96
Travel: Total \$	\$108,939,761
Average Spent	\$1,746.42
Spending Potential Index	95
Vehicle Maintenance & Repairs: Total \$	\$57,079,304
Average Spent	\$915.04
Spending Potential Index	86

---

**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.