



Market Profile

Bayonne Town Center - 5 Mile

Latitude: 40.665658

Longitude: -74.116785

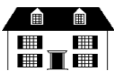
Radius: 5.0 mile



2000 Total Population	501,566
2000 Group Quarters	14,366
2007 Total Population	529,147
2012 Total Population	547,601
2007 - 2012 Annual Rate	0.69%



2000 Households	175,566
2000 Average Household Size	2.78
2007 Households	184,598
2007 Average Household Size	2.79
2012 Households	190,932
2012 Average Household Size	2.79
2007 - 2012 Annual Rate	0.68%
2000 Families	121,253
2000 Average Family Size	3.35
2007 Families	127,392
2007 Average Family Size	3.36
2012 Families	131,062
2012 Average Family Size	3.37
2007 - 2012 Annual Rate	0.57%



2000 Housing Units	186,181
Owner Occupied Housing Units	40.2%
Renter Occupied Housing Units	54.1%
Vacant Housing Units	5.7%
2007 Housing Units	197,065
Owner Occupied Housing Units	43.3%
Renter Occupied Housing Units	50.4%
Vacant Housing Units	6.3%
2012 Housing Units	203,981
Owner Occupied Housing Units	43.0%
Renter Occupied Housing Units	50.6%
Vacant Housing Units	6.4%

Median Household Income

2000	\$40,879
2007	\$51,451
2012	\$60,437

Median Home Value

2000	\$172,291
2007	\$362,132
2012	\$415,722

Per Capita Income

2000	\$19,094
2007	\$24,643
2012	\$29,625

Median Age

2000	33.9
2007	34.3
2012	34.7

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	175,608
< \$15,000	20.2%
\$15,000 - \$24,999	11.8%
\$25,000 - \$34,999	11.7%
\$35,000 - \$49,999	14.8%
\$50,000 - \$74,999	18.3%
\$75,000 - \$99,999	10.9%
\$100,000 - \$149,999	8.4%
\$150,000 - \$199,999	2.3%
\$200,000 +	1.6%
Average Household Income	\$53,384

2007 Households by Income

Household Income Base	184,592
< \$15,000	16.0%
\$15,000 - \$24,999	9.9%
\$25,000 - \$34,999	9.1%
\$35,000 - \$49,999	13.7%
\$50,000 - \$74,999	17.3%
\$75,000 - \$99,999	13.0%
\$100,000 - \$149,999	13.0%
\$150,000 - \$199,999	4.6%
\$200,000 +	3.5%
Average Household Income	\$69,377

2012 Households by Income

Household Income Base	190,926
< \$15,000	13.4%
\$15,000 - \$24,999	9.1%
\$25,000 - \$34,999	7.1%
\$35,000 - \$49,999	12.6%
\$50,000 - \$74,999	16.8%
\$75,000 - \$99,999	11.6%
\$100,000 - \$149,999	17.1%
\$150,000 - \$199,999	6.3%
\$200,000 +	5.9%
Average Household Income	\$83,587

2000 Owner Occupied HUs by Value

Total	74,710
< \$50,000	2.0%
\$50,000 - \$99,999	9.5%
\$100,000 - \$149,999	23.9%
\$150,000 - \$199,999	29.1%
\$200,000 - \$299,999	25.1%
\$300,000 - \$499,999	8.3%
\$500,000 - \$999,999	1.7%
\$1,000,000+	0.4%
Average Home Value	\$198,306

2000 Specified Renter Occupied HUs by Contract Rent

Total	100,606
With Cash Rent	97.7%
No Cash Rent	2.3%
Median Rent	\$598
Average Rent	\$567

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	501,570
0 - 4	7.0%
5 - 9	7.5%
10 - 14	7.2%
15 - 19	6.9%
20 - 24	7.1%

25 - 34	15.9%
35 - 44	16.0%
45 - 54	12.7%
55 - 64	8.3%
65 - 74	5.9%
75 - 84	4.0%
85+	1.4%
18+	74.1%

2007 Population by Age

Total	529,147
0 - 4	7.2%
5 - 9	6.8%
10 - 14	7.7%
15 - 19	7.6%
20 - 24	7.1%
25 - 34	14.7%
35 - 44	15.1%
45 - 54	13.7%
55 - 64	9.6%
65 - 74	5.3%
75 - 84	3.6%
85+	1.6%
18+	73.8%

2012 Population by Age

Total	547,602
0 - 4	7.3%
5 - 9	6.5%
10 - 14	6.4%
15 - 19	7.4%
20 - 24	8.2%
25 - 34	14.6%
35 - 44	13.7%
45 - 54	13.9%
55 - 64	10.9%
65 - 74	5.8%
75 - 84	3.5%
85+	1.8%
18+	75.4%

2000 Population by Sex

Males	48.6%
Females	51.4%

2007 Population by Sex

Males	48.7%
Females	51.3%

2012 Population by Sex

Males	48.7%
Females	51.3%

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 Race/Ethnicity

Total	501,565
White Alone	54.2%
Black Alone	23.9%
American Indian Alone	0.4%
Asian or Pacific Islander Alone	6.7%
Some Other Race Alone	10.0%
Two or More Races	4.7%
Hispanic Origin	23.9%
Diversity Index	77.4

2007 Population by Race/Ethnicity

Total	529,148
White Alone	51.0%

Black Alone	23.6%
American Indian Alone	0.4%
Asian or Pacific Islander Alone	8.0%
Some Other Race Alone	11.6%
Two or More Races	5.4%
Hispanic Origin	28.2%
Diversity Index	80.8

2012 Population by Race/Ethnicity

Total	547,601
White Alone	49.0%
Black Alone	23.3%
American Indian Alone	0.4%
Asian or Pacific Islander Alone	8.8%
Some Other Race Alone	12.6%
Two or More Races	5.9%
Hispanic Origin	31.1%
Diversity Index	82.8



2000 Population 3+ by School Enrollment

Total	480,669
Enrolled in Nursery/Preschool	1.9%
Enrolled in Kindergarten	1.5%
Enrolled in Grade 1-8	12.8%
Enrolled in Grade 9-12	6.4%
Enrolled in College	5.2%
Enrolled in Grad/Prof School	1.2%
Not Enrolled in School	71.0%

2000 Population 25+ by Educational Attainment

Total	323,216
Less than 9th Grade	11.5%
9th - 12th Grade, No Diploma	16.6%
High School Graduate	30.8%
Some College, No Degree	16.7%
Associate Degree	4.5%
Bachelor's Degree	12.9%
Master's/Prof/Doctorate Degree	7.2%

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	391,983
Females	52.2%
Never Married	16.4%
Married, not Separated	22.8%
Married, Separated	2.4%
Widowed	6.2%
Divorced	4.4%
Males	47.8%
Never Married	18.6%
Married, not Separated	23.6%
Married, Separated	1.4%
Widowed	1.4%
Divorced	2.8%



2000 Population 16+ by Employment Status

Total	385,391
In Labor Force	58.3%
Civilian Employed	53.0%
Civilian Unemployed	5.2%
In Armed Forces	0.0%

Not in Labor Force 41.7%

2007 Civilian Population 16+ in Labor Force

Civilian Employed 90.2%
Civilian Unemployed 9.8%

2012 Civilian Population 16+ in Labor Force

Civilian Employed 90.8%
Civilian Unemployed 9.2%

2000 Females 16+ by Employment Status and Age of Children

Total 201,133
Own Children < 6 Only 7.4%
Employed/in Armed Forces 3.6%
Unemployed 0.5%
Not in Labor Force 3.3%
Own Children <6 and 6-17 6.8%
Employed/in Armed Forces 3.5%
Unemployed 0.4%
Not in Labor Force 2.9%
Own Children 6-17 Only 16.9%
Employed/in Armed Forces 10.3%
Unemployed 1.0%
Not in Labor Force 5.7%
No Own Children <18 68.9%
Employed/in Armed Forces 30.5%
Unemployed 3.1%
Not in Labor Force 35.3%

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 215,042
Agriculture/Mining 0.1%
Construction 6.6%
Manufacturing 6.4%
Wholesale Trade 3.5%
Retail Trade 9.5%
Transportation/Utilities 9.1%
Information 2.5%
Finance/Insurance/Real Estate 10.6%
Services 46.2%
Public Administration 5.5%

2007 Employed Population 16+ by Occupation

Total 215,040
White Collar 56.7%
Management/Business/Financial 10.9%
Professional 20.0%
Sales 9.3%
Administrative Support 16.6%
Services 20.5%
Blue Collar 22.7%
Farming/Forestry/Fishing 0.1%
Construction/Extraction 6.3%
Installation/Maintenance/Repair 3.5%
Production 4.9%
Transportation/Material Moving 8.0%



2000 Workers 16+ by Means of Transportation to Work

Total 199,135
Drove Alone - Car, Truck, or Van 48.7%
Carpooled - Car, Truck, or Van 14.9%
Public Transportation 27.6%

Walked	6.3%
Other Means	1.0%
Worked at Home	1.5%

2000 Workers 16+ by Travel Time to Work

Total	199,136
Did not Work at Home	98.5%
Less than 5 minutes	1.6%
5 to 9 minutes	6.2%
10 to 19 minutes	22.3%
20 to 24 minutes	11.1%
25 to 34 minutes	17.7%
35 to 44 minutes	6.1%
45 to 59 minutes	10.7%
60 to 89 minutes	14.5%
90 or more minutes	8.4%
Worked at Home	1.5%
Average Travel Time to Work (in min)	37.3

2000 Households by Vehicles Available

Total	175,405
None	29.9%
1	40.9%
2	22.5%
3	4.9%
4	1.2%
5+	0.6%
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	175,566
Family Households	69.1%
Married-couple Family	43.8%
With Related Children	22.9%
Other Family (No Spouse)	25.2%
With Related Children	15.5%
Nonfamily Households	30.9%
Householder Living Alone	25.8%
Householder Not Living Alone	5.1%
Households with Related Children	38.4%
Households with Persons 65+	23.9%

2000 Households by Size

Total	175,566
1 Person Household	25.8%
2 Person Household	26.1%
3 Person Household	18.3%
4 Person Household	15.6%
5 Person Household	8.3%
6 Person Household	3.4%
7+ Person Household	2.5%

2000 Households by Year Householder Moved In

Total	175,402
Moved in 1999 to March 2000	16.5%
Moved in 1995 to 1998	29.4%
Moved in 1990 to 1994	15.7%
Moved in 1980 to 1989	15.5%
Moved in 1970 to 1979	10.4%
Moved in 1969 or Earlier	12.5%
Median Year Householder Moved In	1994



2000 Housing Units by Units in Structure

Total	186,000
1, Detached	20.0%
1, Attached	11.4%

2	28.4%
3 or 4	12.1%
5 to 9	7.8%
10 to 19	5.0%
20+	15.0%
Mobile Home	0.2%
Other	0.0%

2000 Housing Units by Year Structure Built

Total	185,977
1999 to March 2000	1.2%
1995 to 1998	2.9%
1990 to 1994	3.7%
1980 to 1989	6.9%
1970 to 1979	10.6%
1969 or Earlier	74.7%
Median Year Structure Built	1952

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 \$	\$486,858,469
Average Spent	\$2,637.40
Spending Potential Index	96
Computers & Accessories: Total \$	\$43,497,188
Average Spent	\$235.63
Spending Potential Index	95
Education: Total \$	\$242,363,360
Average Spent	\$1,312.93
Spending Potential Index	102
Entertainment/Recreation: Total \$	\$576,690,616
Average Spent	\$3,124.04
Spending Potential Index	91
Food at Home: Total \$	\$927,563,525
Average Spent	\$5,024.78
Spending Potential Index	100
Food Away from Home: Total \$	\$628,345,969
Average Spent	\$3,403.86
Spending Potential Index	100
Health Care: Total \$	\$598,885,828
Average Spent	\$3,244.27
Spending Potential Index	83
HH Furnishings & Equipment: Total \$	\$364,808,878
Average Spent	\$1,976.23
Spending Potential Index	87
Investments: Total \$	\$250,062,736
Average Spent	\$1,354.63
Spending Potential Index	91
Retail Goods: Total \$	\$4,392,719,476
Average Spent	\$23,796.14
Spending Potential Index	90
Shelter: Total \$	\$2,951,413,634
Average Spent	\$15,988.33
Spending Potential Index	106

TV/Video/Sound Equipment: Total \$	\$209,305,968
Average Spent	\$1,133.85
Spending Potential Index	97
Travel: Total \$	\$325,941,380
Average Spent	\$1,765.68
Spending Potential Index	96
Vehicle Maintenance & Repairs: Total \$	\$175,449,451
Average Spent	\$950.44
Spending Potential Index	89

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.