



Market Profile

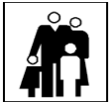
Bayonne Town Center -

Latitude: 40.665658
Longitude: -74.116785

Drivetime: 5 minutes



2000 Total Population	73,556
2000 Group Quarters	290
2007 Total Population	73,230
2012 Total Population	73,327
2007 - 2012 Annual Rate	0.03%



2000 Households	29,269
2000 Average Household Size	2.50
2007 Households	29,081
2007 Average Household Size	2.51
2012 Households	29,040
2012 Average Household Size	2.52
2007 - 2012 Annual Rate	-0.03%
2000 Families	18,802
2000 Average Family Size	3.17
2007 Families	18,793
2007 Average Family Size	3.16
2012 Families	18,711
2012 Average Family Size	3.18
2007 - 2012 Annual Rate	-0.09%



2000 Housing Units	30,798
Owner Occupied Housing Units	37.2%
Renter Occupied Housing Units	57.9%
Vacant Housing Units	4.9%
2007 Housing Units	30,917
Owner Occupied Housing Units	40.3%
Renter Occupied Housing Units	53.8%
Vacant Housing Units	5.9%
2012 Housing Units	31,017
Owner Occupied Housing Units	39.6%
Renter Occupied Housing Units	54.1%
Vacant Housing Units	6.4%

Median Household Income

2000	\$40,666
2007	\$50,311
2012	\$58,096

Median Home Value

2000	\$164,272
2007	\$353,389
2012	\$395,426

Per Capita Income

2000	\$20,573
2007	\$25,423
2012	\$29,560

Median Age

2000	37.0
2007	37.1
2012	37.8

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	29,236
< \$15,000	18.7%
\$15,000 - \$24,999	12.8%
\$25,000 - \$34,999	12.5%
\$35,000 - \$49,999	15.3%
\$50,000 - \$74,999	18.5%
\$75,000 - \$99,999	10.8%
\$100,000 - \$149,999	8.3%
\$150,000 - \$199,999	1.9%
\$200,000 +	1.1%
Average Household Income	\$51,204

2007 Households by Income

Household Income Base	29,081
< \$15,000	15.2%
\$15,000 - \$24,999	10.7%
\$25,000 - \$34,999	9.4%
\$35,000 - \$49,999	14.4%
\$50,000 - \$74,999	18.1%
\$75,000 - \$99,999	13.8%
\$100,000 - \$149,999	12.4%
\$150,000 - \$199,999	3.9%
\$200,000 +	2.2%
Average Household Income	\$63,836

2012 Households by Income

Household Income Base	29,039
< \$15,000	12.7%
\$15,000 - \$24,999	9.0%
\$25,000 - \$34,999	8.2%
\$35,000 - \$49,999	13.5%
\$50,000 - \$74,999	18.1%
\$75,000 - \$99,999	12.0%
\$100,000 - \$149,999	17.8%
\$150,000 - \$199,999	4.4%
\$200,000 +	4.1%
Average Household Income	\$74,448

2000 Owner Occupied HUs by Value

Total	11,551
< \$50,000	1.2%
\$50,000 - \$99,999	7.4%
\$100,000 - \$149,999	29.5%
\$150,000 - \$199,999	36.8%
\$200,000 - \$299,999	22.7%
\$300,000 - \$499,999	2.1%
\$500,000 - \$999,999	0.2%
\$1,000,000+	0.2%
Average Home Value	\$173,568

2000 Specified Renter Occupied HUs by Contract Rent

Total	17,790
With Cash Rent	98.1%
No Cash Rent	1.9%
Median Rent	\$601
Average Rent	\$566

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	73,556
0 - 4	6.2%
5 - 9	6.5%
10 - 14	6.7%
15 - 19	6.4%
20 - 24	6.2%
25 - 34	14.8%
35 - 44	15.9%
45 - 54	13.4%
55 - 64	8.5%
65 - 74	7.5%
75 - 84	6.1%
85+	1.8%
18+	76.7%

2007 Population by Age

Total	73,230
0 - 4	6.4%
5 - 9	6.0%
10 - 14	6.8%
15 - 19	7.2%
20 - 24	6.8%
25 - 34	13.5%
35 - 44	15.2%
45 - 54	14.9%
55 - 64	10.3%
65 - 74	5.8%
75 - 84	4.8%
85+	2.3%
18+	76.4%

2012 Population by Age

Total	73,325
0 - 4	6.5%
5 - 9	5.7%
10 - 14	5.8%
15 - 19	6.6%
20 - 24	7.6%
25 - 34	14.3%
35 - 44	13.4%
45 - 54	14.6%
55 - 64	12.3%
65 - 74	6.4%
75 - 84	4.3%
85+	2.5%
18+	78.1%

2000 Population by Sex

Males	47.4%
Females	52.6%

2007 Population by Sex

Males	47.7%
Females	52.3%

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

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2000 Population by Race/Ethnicity

Total	73,556
White Alone	69.8%
Black Alone	11.9%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	4.8%
Some Other Race Alone	9.2%
Two or More Races	4.1%
Hispanic Origin	20.3%
Diversity Index	65.9

2007 Population by Race/Ethnicity

Total	73,229
White Alone	65.3%
Black Alone	11.6%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	6.1%
Some Other Race Alone	11.7%
Two or More Races	4.9%
Hispanic Origin	26.8%
Diversity Index	73.0

2012 Population by Race/Ethnicity

Total	73,327
White Alone	62.2%
Black Alone	11.3%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	7.1%
Some Other Race Alone	13.6%
Two or More Races	5.5%
Hispanic Origin	31.7%
Diversity Index	77.1



2000 Population 3+ by School Enrollment

Total	70,913
Enrolled in Nursery/Preschool	2.1%
Enrolled in Kindergarten	1.3%
Enrolled in Grade 1-8	11.4%
Enrolled in Grade 9-12	6.0%
Enrolled in College	4.4%
Enrolled in Grad/Prof School	1.2%
Not Enrolled in School	73.6%

2000 Population 25+ by Educational Attainment

Total	50,197
Less than 9th Grade	8.2%
9th - 12th Grade, No Diploma	14.8%
High School Graduate	36.8%
Some College, No Degree	16.5%
Associate Degree	3.9%
Bachelor's Degree	13.4%
Master's/Prof/Doctorate Degree	6.3%

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.



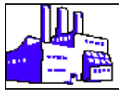
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2000 Population 15+ by Sex and Marital Status

Total	59,210
Females	53.4%
Never Married	15.7%
Married, not Separated	23.2%
Married, Separated	1.6%
Widowed	8.2%
Divorced	4.8%
Males	46.6%
Never Married	17.5%
Married, not Separated	23.4%
Married, Separated	1.2%
Widowed	1.8%
Divorced	2.7%



2000 Population 16+ by Employment Status

Total	58,129
In Labor Force	59.1%
Civilian Employed	54.8%
Civilian Unemployed	4.2%
In Armed Forces	0.1%
Not in Labor Force	40.9%

2007 Civilian Population 16+ in Labor Force

Civilian Employed	91.9%
Civilian Unemployed	8.1%

2012 Civilian Population 16+ in Labor Force

Civilian Employed	92.4%
Civilian Unemployed	7.6%

2000 Females 16+ by Employment Status and Age of Children

Total	31,141
Own Children < 6 Only	6.7%
Employed/in Armed Forces	3.3%
Unemployed	0.4%
Not in Labor Force	3.0%
Own Children <6 and 6-17	5.5%
Employed/in Armed Forces	2.9%
Unemployed	0.2%
Not in Labor Force	2.4%
Own Children 6-17 Only	16.7%
Employed/in Armed Forces	11.1%
Unemployed	0.6%
Not in Labor Force	5.0%
No Own Children <18	71.1%
Employed/in Armed Forces	31.4%
Unemployed	2.3%
Not in Labor Force	37.3%

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	30,742
Agriculture/Mining	0.1%
Construction	4.9%
Manufacturing	7.5%
Wholesale Trade	4.3%
Retail Trade	9.2%
Transportation/Utilities	12.1%
Information	2.3%
Finance/Insurance/Real Estate	11.3%
Services	42.9%
Public Administration	5.5%

2007 Employed Population 16+ by Occupation

Total	30,742
White Collar	60.7%
Management/Business/Financial	10.7%
Professional	20.8%
Sales	8.9%
Administrative Support	20.3%
Services	17.4%
Blue Collar	21.9%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	5.0%
Installation/Maintenance/Repair	4.4%
Production	4.4%
Transportation/Material Moving	8.0%



2000 Workers 16+ by Means of Transportation to Work

Total	31,068
Drove Alone - Car, Truck, or Van	57.1%
Carpooled - Car, Truck, or Van	13.3%
Public Transportation	20.1%
Walked	7.6%
Other Means	0.4%
Worked at Home	1.4%

2000 Workers 16+ by Travel Time to Work

Total	31,067
Did not Work at Home	98.6%
Less than 5 minutes	1.9%
5 to 9 minutes	9.0%
10 to 19 minutes	23.0%
20 to 24 minutes	11.6%
25 to 34 minutes	18.4%
35 to 44 minutes	7.1%
45 to 59 minutes	10.2%
60 to 89 minutes	11.2%
90 or more minutes	6.2%
Worked at Home	1.4%
Average Travel Time to Work (in min)	33.6

2000 Households by Vehicles Available

Total	29,344
None	27.1%
1	44.9%
2	22.2%
3	4.4%
4	0.9%
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





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2000 Households by Type

Total	29,270
Family Households	64.2%
Married-couple Family	42.2%
With Related Children	20.3%
Other Family (No Spouse)	22.0%
With Related Children	12.0%
Nonfamily Households	35.8%
Householder Living Alone	31.3%
Householder Not Living Alone	4.5%
Households with Related Children	32.4%
Households with Persons 65+	29.8%

2000 Households by Size

Total	29,269
1 Person Household	31.3%
2 Person Household	27.8%
3 Person Household	16.8%
4 Person Household	13.9%
5 Person Household	6.6%
6 Person Household	2.4%
7+ Person Household	1.3%

2000 Households by Year Householder Moved In

Total	29,343
Moved in 1999 to March 2000	15.1%
Moved in 1995 to 1998	27.3%
Moved in 1990 to 1994	14.9%
Moved in 1980 to 1989	15.2%
Moved in 1970 to 1979	10.8%
Moved in 1969 or Earlier	16.8%
Median Year Householder Moved In	1992



2000 Housing Units by Units in Structure

Total	30,855
1, Detached	14.0%
1, Attached	5.1%
2	36.5%
3 or 4	15.4%
5 to 9	9.4%
10 to 19	7.8%
20+	11.6%
Mobile Home	0.2%
Other	0.0%

2000 Housing Units by Year Structure Built

Total	30,875
1999 to March 2000	0.3%
1995 to 1998	1.2%
1990 to 1994	1.1%
1980 to 1989	3.4%
1970 to 1979	8.5%
1969 or Earlier	85.5%
Median Year Structure Built	1944

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 \$	\$70,963,758
Average Spent	\$2,440.21
Spending Potential Index	89
Computers & Accessories: Total \$	\$6,163,476
Average Spent	\$211.94
Spending Potential Index	85
Education: Total \$	\$36,042,324
Average Spent	\$1,239.38
Spending Potential Index	97
Entertainment/Recreation: Total \$	\$83,496,769
Average Spent	\$2,871.18
Spending Potential Index	84
Food at Home: Total \$	\$133,700,572
Average Spent	\$4,597.52
Spending Potential Index	91
Food Away from Home: Total \$	\$91,288,834
Average Spent	\$3,139.12
Spending Potential Index	93
Health Care: Total \$	\$87,435,468
Average Spent	\$3,006.62
Spending Potential Index	77
HH Furnishings & Equipment: Total \$	\$52,616,745
Average Spent	\$1,809.32
Spending Potential Index	80
Investments: Total \$	\$37,401,201
Average Spent	\$1,286.10
Spending Potential Index	86
Retail Goods: Total \$	\$632,380,049
Average Spent	\$21,745.47
Spending Potential Index	82
Shelter: Total \$	\$429,421,044
Average Spent	\$14,766.38
Spending Potential Index	98
TV/Video/Sound Equipment: Total \$	\$30,328,534
Average Spent	\$1,042.90
Spending Potential Index	90
Travel: Total \$	\$47,631,533
Average Spent	\$1,637.89
Spending Potential Index	89
Vehicle Maintenance & Repairs: Total \$	\$24,781,080
Average Spent	\$852.14
Spending Potential Index	80

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.