



Market Profile

90 North County Line Road, Jackson, New Jersey, 08527

Rings: 1, 3, 5 mile radii

Latitude: 40.13188
Longitude: -74.28021

	1 mile	3 mile	5 mile
Population Summary			
2000 Total Population	8,170	39,998	97,489
2010 Total Population	9,544	49,446	126,360
2015 Total Population	9,488	50,073	131,952
2015 Group Quarters	269	459	2,188
2020 Total Population	9,567	50,949	135,645
2015-2020 Annual Rate	0.17%	0.35%	0.55%
Household Summary			
2000 Households	2,779	12,867	29,137
2000 Average Household Size	2.86	3.08	3.29
2010 Households	3,431	17,138	36,135
2010 Average Household Size	2.70	2.86	3.44
2015 Households	3,440	17,470	37,184
2015 Average Household Size	2.68	2.84	3.49
2020 Households	3,472	17,833	38,066
2020 Average Household Size	2.68	2.83	3.51
2015-2020 Annual Rate	0.19%	0.41%	0.47%
2010 Families	2,542	13,343	29,096
2010 Average Family Size	3.16	3.27	3.84
2015 Families	2,550	13,604	29,965
2015 Average Family Size	3.13	3.24	3.90
2020 Families	2,574	13,886	30,692
2020 Average Family Size	3.12	3.23	3.91
2015-2020 Annual Rate	0.19%	0.41%	0.48%
Housing Unit Summary			
2000 Housing Units	2,874	13,203	30,101
Owner Occupied Housing Units	72.4%	84.4%	72.8%
Renter Occupied Housing Units	24.3%	13.0%	24.0%
Vacant Housing Units	3.3%	2.5%	3.2%
2010 Housing Units	3,605	17,901	37,791
Owner Occupied Housing Units	72.2%	82.2%	70.0%
Renter Occupied Housing Units	23.0%	13.5%	25.6%
Vacant Housing Units	4.8%	4.3%	4.4%
2015 Housing Units	3,631	18,061	38,429
Owner Occupied Housing Units	69.9%	81.8%	68.9%
Renter Occupied Housing Units	24.8%	14.9%	27.9%
Vacant Housing Units	5.3%	3.3%	3.2%
2020 Housing Units	3,655	18,387	39,262
Owner Occupied Housing Units	70.0%	82.0%	68.7%
Renter Occupied Housing Units	25.0%	15.0%	28.3%
Vacant Housing Units	5.0%	3.0%	3.0%
Median Household Income			
2015	\$85,287	\$85,244	\$73,073
2020	\$93,770	\$95,913	\$82,474
Median Home Value			
2015	\$254,679	\$296,840	\$310,102
2020	\$284,783	\$340,923	\$358,911
Per Capita Income			
2015	\$36,904	\$35,530	\$26,052
2020	\$41,832	\$40,195	\$29,432
Median Age			
2010	36.9	40.2	28.8
2015	38.0	41.7	29.2
2020	39.1	43.0	30.5

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 the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2015 Households by Income			
Household Income Base	3,440	17,470	37,184
<\$15,000	3.7%	5.4%	9.0%
\$15,000 - \$24,999	4.0%	4.3%	7.1%
\$25,000 - \$34,999	8.8%	7.8%	9.3%
\$35,000 - \$49,999	9.2%	10.8%	11.5%
\$50,000 - \$74,999	15.4%	14.2%	13.8%
\$75,000 - \$99,999	17.9%	15.5%	13.1%
\$100,000 - \$149,999	22.9%	24.8%	19.6%
\$150,000 - \$199,999	10.7%	10.1%	10.0%
\$200,000+	7.3%	7.2%	6.5%
Average Household Income	\$102,397	\$101,231	\$91,665
2020 Households by Income			
Household Income Base	3,472	17,833	38,066
<\$15,000	3.2%	4.7%	8.5%
\$15,000 - \$24,999	2.9%	3.1%	5.7%
\$25,000 - \$34,999	5.9%	5.1%	6.6%
\$35,000 - \$49,999	8.1%	9.6%	10.6%
\$50,000 - \$74,999	14.7%	13.8%	13.9%
\$75,000 - \$99,999	18.8%	15.7%	13.4%
\$100,000 - \$149,999	24.4%	27.4%	21.4%
\$150,000 - \$199,999	12.7%	12.0%	12.1%
\$200,000+	9.2%	8.6%	7.9%
Average Household Income	\$116,003	\$114,235	\$104,151
2015 Owner Occupied Housing Units by Value			
Total	2,539	14,777	26,475
<\$50,000	0.2%	0.1%	0.3%
\$50,000 - \$99,999	0.2%	0.4%	1.1%
\$100,000 - \$149,999	8.9%	2.8%	3.4%
\$150,000 - \$199,999	21.4%	9.8%	9.4%
\$200,000 - \$249,999	18.0%	18.7%	15.7%
\$250,000 - \$299,999	14.1%	19.3%	17.3%
\$300,000 - \$399,999	18.8%	29.6%	29.1%
\$400,000 - \$499,999	13.4%	13.0%	14.5%
\$500,000 - \$749,999	3.8%	5.1%	7.6%
\$750,000 - \$999,999	0.4%	0.5%	0.9%
\$1,000,000 +	0.9%	0.6%	0.8%
Average Home Value	\$291,795	\$321,865	\$336,738
2020 Owner Occupied Housing Units by Value			
Total	2,557	15,070	26,953
<\$50,000	0.2%	0.3%	0.7%
\$50,000 - \$99,999	0.2%	0.4%	0.9%
\$100,000 - \$149,999	7.0%	1.9%	2.1%
\$150,000 - \$199,999	19.7%	7.6%	7.1%
\$200,000 - \$249,999	14.7%	14.1%	11.7%
\$250,000 - \$299,999	11.7%	15.1%	13.3%
\$300,000 - \$399,999	16.1%	25.7%	24.3%
\$400,000 - \$499,999	19.6%	21.5%	22.3%
\$500,000 - \$749,999	9.2%	11.7%	14.9%
\$750,000 - \$999,999	0.5%	1.0%	2.0%
\$1,000,000 +	0.9%	0.7%	0.9%
Average Home Value	\$327,299	\$365,931	\$385,199

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	9,543	49,445	126,362
0 - 4	6.1%	6.0%	11.5%
5 - 9	7.1%	7.2%	9.9%
10 - 14	7.9%	7.7%	8.8%
15 - 24	12.9%	12.4%	14.7%
25 - 34	13.2%	10.1%	12.5%
35 - 44	15.9%	13.8%	11.9%
45 - 54	16.8%	15.8%	12.4%
55 - 64	9.3%	11.8%	8.8%
65 - 74	4.7%	8.6%	5.5%
75 - 84	3.0%	4.4%	2.8%
85 +	3.1%	2.1%	1.3%
18 +	74.0%	74.3%	64.9%
2015 Population by Age			
Total	9,485	50,072	131,950
0 - 4	5.6%	5.7%	11.3%
5 - 9	6.1%	6.3%	9.4%
10 - 14	7.3%	7.2%	8.6%
15 - 24	12.6%	12.1%	14.6%
25 - 34	14.7%	11.4%	13.4%
35 - 44	13.5%	11.5%	10.4%
45 - 54	16.3%	15.0%	11.3%
55 - 64	10.9%	12.8%	9.8%
65 - 74	5.9%	10.4%	6.7%
75 - 84	3.6%	5.3%	3.1%
85 +	3.5%	2.4%	1.4%
18 +	76.7%	76.8%	66.3%
2020 Population by Age			
Total	9,570	50,949	135,648
0 - 4	5.4%	5.5%	11.4%
5 - 9	5.5%	5.7%	9.1%
10 - 14	6.6%	6.3%	7.9%
15 - 24	11.3%	10.8%	13.4%
25 - 34	15.0%	12.5%	14.5%
35 - 44	13.8%	11.5%	10.6%
45 - 54	14.6%	12.9%	9.7%
55 - 64	12.6%	14.3%	10.5%
65 - 74	6.9%	11.0%	7.5%
75 - 84	4.5%	6.9%	3.9%
85 +	3.8%	2.7%	1.5%
18 +	78.4%	78.7%	67.3%
2010 Population by Sex			
Males	4,532	23,848	62,980
Females	5,012	25,598	63,380
2015 Population by Sex			
Males	4,506	24,127	65,724
Females	4,982	25,946	66,228
2020 Population by Sex			
Males	4,557	24,570	67,564
Females	5,010	26,379	68,081

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	9,542	49,444	126,360
White Alone	86.8%	88.8%	88.2%
Black Alone	5.8%	4.7%	4.3%
American Indian Alone	0.1%	0.1%	0.2%
Asian Alone	3.4%	3.1%	2.4%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	1.8%	1.5%	3.4%
Two or More Races	2.1%	1.8%	1.6%
Hispanic Origin	9.1%	8.2%	10.8%
Diversity Index	36.7	32.7	37.1
2015 Population by Race/Ethnicity			
Total	9,487	50,074	131,953
White Alone	85.4%	87.7%	87.3%
Black Alone	6.2%	5.0%	4.4%
American Indian Alone	0.1%	0.1%	0.2%
Asian Alone	3.8%	3.4%	2.5%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	1.9%	1.6%	3.7%
Two or More Races	2.5%	2.1%	1.8%
Hispanic Origin	10.1%	9.1%	12.0%
Diversity Index	39.8	35.6	39.7
2020 Population by Race/Ethnicity			
Total	9,567	50,949	135,646
White Alone	83.9%	86.4%	86.1%
Black Alone	6.6%	5.3%	4.6%
American Indian Alone	0.1%	0.1%	0.2%
Asian Alone	4.2%	3.8%	2.7%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	2.2%	1.9%	4.3%
Two or More Races	2.8%	2.4%	2.0%
Hispanic Origin	11.5%	10.5%	13.4%
Diversity Index	43.4	38.9	42.8
2010 Population by Relationship and Household Type			
Total	9,544	49,446	126,360
In Households	97.2%	99.1%	98.3%
In Family Households	86.0%	89.7%	91.2%
Householder	26.2%	27.0%	23.0%
Spouse	19.6%	22.2%	19.1%
Child	35.3%	35.7%	43.0%
Other relative	3.1%	3.3%	3.4%
Nonrelative	1.8%	1.5%	2.7%
In Nonfamily Households	11.2%	9.3%	7.1%
In Group Quarters	2.8%	0.9%	1.7%
Institutionalized Population	2.8%	0.8%	0.4%
Noninstitutionalized Population	0.0%	0.1%	1.3%

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.

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2015 Population 25+ by Educational Attainment			
Total	6,487	34,455	74,086
Less than 9th Grade	3.5%	2.6%	4.5%
9th - 12th Grade, No Diploma	3.8%	4.6%	5.5%
High School Graduate	26.5%	28.2%	26.9%
GED/Alternative Credential	3.3%	2.8%	2.5%
Some College, No Degree	26.0%	21.3%	21.0%
Associate Degree	6.7%	7.5%	7.2%
Bachelor's Degree	19.0%	21.1%	20.8%
Graduate/Professional Degree	11.3%	11.9%	11.7%
2015 Population 15+ by Marital Status			
Total	7,681	40,495	93,347
Never Married	30.1%	26.9%	31.4%
Married	54.3%	60.1%	58.3%
Widowed	5.7%	5.8%	4.4%
Divorced	9.9%	7.2%	5.9%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	94.3%	93.2%	93.6%
Civilian Unemployed	5.7%	6.8%	6.4%
2015 Employed Population 16+ by Industry			
Total	5,148	24,670	54,158
Agriculture/Mining	0.5%	0.3%	0.3%
Construction	9.3%	7.4%	8.0%
Manufacturing	6.0%	6.0%	5.7%
Wholesale Trade	3.2%	2.8%	3.0%
Retail Trade	16.8%	15.4%	13.0%
Transportation/Utilities	5.4%	6.7%	4.9%
Information	3.4%	2.7%	2.3%
Finance/Insurance/Real Estate	6.8%	7.9%	7.9%
Services	43.1%	46.2%	51.1%
Public Administration	5.5%	4.7%	3.9%
2015 Employed Population 16+ by Occupation			
Total	5,146	24,670	54,157
White Collar	66.0%	66.3%	65.4%
Management/Business/Financial	16.9%	16.4%	15.1%
Professional	19.3%	21.4%	23.6%
Sales	14.0%	13.4%	12.3%
Administrative Support	15.7%	15.0%	14.5%
Services	13.5%	14.3%	16.4%
Blue Collar	20.5%	19.4%	18.1%
Farming/Forestry/Fishing	0.6%	0.4%	0.3%
Construction/Extraction	6.3%	5.5%	6.1%
Installation/Maintenance/Repair	4.8%	4.6%	3.9%
Production	3.9%	3.6%	3.1%
Transportation/Material Moving	4.9%	5.3%	4.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	3,431	17,138	36,136
Households with 1 Person	20.1%	18.1%	15.7%
Households with 2+ People	79.9%	81.9%	84.3%
Family Households	74.1%	77.9%	80.5%
Husband-wife Families	55.2%	64.1%	67.1%
With Related Children	30.9%	30.1%	38.8%
Other Family (No Spouse Present)	18.8%	13.8%	13.4%
Other Family with Male Householder	4.5%	3.8%	3.9%
With Related Children	2.4%	1.8%	2.1%
Other Family with Female Householder	14.3%	10.0%	9.5%
With Related Children	9.2%	5.7%	5.6%
Nonfamily Households	5.8%	4.0%	3.7%
All Households with Children	42.8%	37.8%	46.8%
Multigenerational Households	4.2%	4.5%	4.4%
Unmarried Partner Households	7.0%	5.1%	4.7%
Male-female	6.2%	4.4%	4.1%
Same-sex	0.7%	0.6%	0.6%
2010 Households by Size			
Total	3,431	17,139	36,137
1 Person Household	20.1%	18.1%	15.7%
2 Person Household	29.4%	33.2%	27.3%
3 Person Household	20.3%	17.5%	16.8%
4 Person Household	18.5%	17.4%	17.0%
5 Person Household	8.7%	8.4%	9.3%
6 Person Household	2.3%	2.9%	4.7%
7 + Person Household	0.8%	2.4%	9.2%
2010 Households by Tenure and Mortgage Status			
Total	3,431	17,138	36,135
Owner Occupied	75.8%	85.9%	73.2%
Owned with a Mortgage/Loan	65.4%	66.0%	56.4%
Owned Free and Clear	10.4%	19.9%	16.8%
Renter Occupied	24.2%	14.1%	26.8%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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Top 3 Tapestry Segments			
1.	Front Porches (8E)	Pleasantville (2B)	Pleasantville (2B)
2.	Soccer Moms (4A)	Silver & Gold (9A)	Savvy Suburbanites (1D)
3.	Home Improvement (4B)	Soccer Moms (4A)	Soccer Moms (4A)
2015 Consumer Spending			
Apparel & Services: Total \$	\$10,851,051	\$53,109,291	\$105,126,382
Average Spent	\$3,154.38	\$3,040.03	\$2,827.19
Spending Potential Index	136	131	122
Computers & Accessories: Total \$	\$1,246,559	\$6,149,033	\$12,092,593
Average Spent	\$362.37	\$351.98	\$325.21
Spending Potential Index	142	138	128
Education: Total \$	\$7,874,524	\$38,754,253	\$75,803,301
Average Spent	\$2,289.11	\$2,218.33	\$2,038.60
Spending Potential Index	150	146	134
Entertainment/Recreation: Total \$	\$15,524,639	\$78,349,527	\$149,851,610
Average Spent	\$4,512.98	\$4,484.80	\$4,030.00
Spending Potential Index	136	135	122
Food at Home: Total \$	\$23,631,278	\$116,643,555	\$229,473,399
Average Spent	\$6,869.56	\$6,676.79	\$6,171.29
Spending Potential Index	132	128	118
Food Away from Home: Total \$	\$15,433,117	\$76,108,729	\$149,406,571
Average Spent	\$4,486.37	\$4,356.54	\$4,018.03
Spending Potential Index	137	133	122
Health Care: Total \$	\$21,370,741	\$111,936,028	\$208,538,347
Average Spent	\$6,212.42	\$6,407.33	\$5,608.28
Spending Potential Index	131	135	118
HH Furnishings & Equipment: Total \$	\$8,550,274	\$42,858,914	\$82,802,609
Average Spent	\$2,485.54	\$2,453.29	\$2,226.83
Spending Potential Index	135	133	121
Investments: Total \$	\$13,095,292	\$70,667,958	\$131,973,934
Average Spent	\$3,806.77	\$4,045.10	\$3,549.21
Spending Potential Index	138	147	129
Retail Goods: Total \$	\$115,907,151	\$584,160,157	\$1,126,886,799
Average Spent	\$33,693.94	\$33,437.90	\$30,305.69
Spending Potential Index	132	131	119
Shelter: Total \$	\$80,069,128	\$396,648,458	\$774,379,029
Average Spent	\$23,275.91	\$22,704.55	\$20,825.60
Spending Potential Index	142	138	127
TV/Video/Audio: Total \$	\$5,891,553	\$29,390,373	\$57,275,579
Average Spent	\$1,712.66	\$1,682.33	\$1,540.33
Spending Potential Index	131	129	118
Travel: Total \$	\$9,705,208	\$49,891,236	\$93,726,546
Average Spent	\$2,821.28	\$2,855.82	\$2,520.61
Spending Potential Index	144	146	129
Vehicle Maintenance & Repairs: Total \$	\$5,209,770	\$26,127,107	\$50,475,029
Average Spent	\$1,514.47	\$1,495.54	\$1,357.44
Spending Potential Index	136	134	122

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.