



Market Profile

531 Route 22 East , Whitehouse Station, New Jersey, 08889
Rings: 3, 5, 7 mile radii

Latitude: 40.62122
Longitude: -74.76338

	3 mile	5 mile	7 mile
Population Summary			
2000 Total Population	9,132	26,298	69,786
2010 Total Population	9,142	26,787	71,994
2015 Total Population	9,235	27,303	73,329
2015 Group Quarters	18	67	1,287
2020 Total Population	9,297	27,894	74,972
2015-2020 Annual Rate	0.13%	0.43%	0.44%
Household Summary			
2000 Households	3,423	9,542	25,229
2000 Average Household Size	2.64	2.74	2.70
2010 Households	3,570	9,973	26,300
2010 Average Household Size	2.55	2.68	2.68
2015 Households	3,649	10,256	26,979
2015 Average Household Size	2.53	2.66	2.67
2020 Households	3,696	10,520	27,637
2020 Average Household Size	2.51	2.65	2.67
2015-2020 Annual Rate	0.26%	0.51%	0.48%
2010 Families	2,571	7,534	19,468
2010 Average Family Size	3.06	3.12	3.17
2015 Families	2,632	7,753	19,995
2015 Average Family Size	3.01	3.09	3.15
2020 Families	2,668	7,954	20,500
2020 Average Family Size	2.99	3.07	3.14
2015-2020 Annual Rate	0.27%	0.51%	0.50%
Housing Unit Summary			
2000 Housing Units	3,496	9,764	25,880
Owner Occupied Housing Units	86.7%	88.1%	87.6%
Renter Occupied Housing Units	11.2%	9.7%	9.8%
Vacant Housing Units	2.1%	2.3%	2.5%
2010 Housing Units	3,724	10,388	27,284
Owner Occupied Housing Units	84.4%	85.0%	85.7%
Renter Occupied Housing Units	11.5%	11.0%	10.7%
Vacant Housing Units	4.1%	4.0%	3.6%
2015 Housing Units	3,826	10,702	27,986
Owner Occupied Housing Units	82.8%	83.6%	84.5%
Renter Occupied Housing Units	12.6%	12.3%	11.9%
Vacant Housing Units	4.6%	4.2%	3.6%
2020 Housing Units	3,871	11,009	28,693
Owner Occupied Housing Units	82.8%	83.3%	84.5%
Renter Occupied Housing Units	12.7%	12.2%	11.9%
Vacant Housing Units	4.5%	4.4%	3.7%
Median Household Income			
2015	\$116,060	\$124,953	\$126,894
2020	\$129,923	\$146,203	\$148,397
Median Home Value			
2015	\$411,460	\$465,556	\$480,473
2020	\$469,897	\$539,669	\$564,599
Per Capita Income			
2015	\$60,662	\$63,230	\$60,096
2020	\$69,053	\$73,105	\$69,230
Median Age			
2010	45.0	43.9	42.2
2015	46.8	45.6	44.0
2020	48.1	46.7	45.5

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	3,649	10,256	26,979
<\$15,000	2.4%	2.2%	2.3%
\$15,000 - \$24,999	3.5%	3.1%	2.9%
\$25,000 - \$34,999	3.8%	3.6%	4.0%
\$35,000 - \$49,999	5.2%	5.6%	5.7%
\$50,000 - \$74,999	13.1%	13.3%	12.6%
\$75,000 - \$99,999	14.2%	12.7%	11.1%
\$100,000 - \$149,999	18.7%	16.0%	18.1%
\$150,000 - \$199,999	14.9%	15.0%	17.9%
\$200,000+	24.2%	28.4%	25.4%
Average Household Income	\$154,918	\$168,854	\$162,351
2020 Households by Income			
Household Income Base	3,696	10,520	27,637
<\$15,000	1.9%	1.8%	1.9%
\$15,000 - \$24,999	2.3%	2.0%	1.9%
\$25,000 - \$34,999	2.2%	2.2%	2.4%
\$35,000 - \$49,999	4.3%	4.7%	4.7%
\$50,000 - \$74,999	11.8%	12.1%	11.5%
\$75,000 - \$99,999	12.4%	10.9%	9.6%
\$100,000 - \$149,999	21.6%	17.2%	18.5%
\$150,000 - \$199,999	17.0%	17.3%	20.2%
\$200,000+	26.3%	31.8%	29.4%
Average Household Income	\$175,201	\$194,280	\$186,780
2015 Owner Occupied Housing Units by Value			
Total	3,168	8,944	23,644
<\$50,000	0.1%	0.1%	0.1%
\$50,000 - \$99,999	1.0%	0.5%	1.0%
\$100,000 - \$149,999	2.0%	1.1%	2.3%
\$150,000 - \$199,999	1.2%	0.9%	2.1%
\$200,000 - \$249,999	4.0%	2.7%	2.6%
\$250,000 - \$299,999	9.3%	7.1%	5.9%
\$300,000 - \$399,999	29.8%	21.7%	19.6%
\$400,000 - \$499,999	23.1%	24.2%	20.6%
\$500,000 - \$749,999	21.7%	30.8%	36.5%
\$750,000 - \$999,999	4.9%	6.7%	6.0%
\$1,000,000 +	3.0%	4.1%	3.5%
Average Home Value	\$463,675	\$517,160	\$514,452
2020 Owner Occupied Housing Units by Value			
Total	3,205	9,173	24,232
<\$50,000	0.1%	0.1%	0.1%
\$50,000 - \$99,999	0.6%	0.3%	0.7%
\$100,000 - \$149,999	0.6%	0.3%	1.0%
\$150,000 - \$199,999	0.5%	0.4%	1.1%
\$200,000 - \$249,999	2.0%	1.3%	1.4%
\$250,000 - \$299,999	5.3%	3.9%	3.4%
\$300,000 - \$399,999	19.8%	13.2%	11.6%
\$400,000 - \$499,999	30.3%	24.9%	19.8%
\$500,000 - \$749,999	26.6%	35.2%	42.5%
\$750,000 - \$999,999	10.8%	15.4%	14.3%
\$1,000,000 +	3.6%	4.9%	4.2%
Average Home Value	\$531,316	\$589,972	\$588,550

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	9,143	26,787	71,995
0 - 4	4.7%	5.0%	5.2%
5 - 9	6.3%	6.7%	7.0%
10 - 14	8.2%	8.3%	8.2%
15 - 24	10.1%	10.5%	11.4%
25 - 34	6.5%	7.3%	8.1%
35 - 44	14.1%	13.9%	14.8%
45 - 54	19.8%	20.4%	19.8%
55 - 64	14.9%	14.5%	13.0%
65 - 74	8.5%	7.8%	7.1%
75 - 84	4.8%	4.0%	3.8%
85 +	1.9%	1.5%	1.5%
18 +	76.0%	74.9%	74.6%
2015 Population by Age			
Total	9,237	27,304	73,329
0 - 4	4.2%	4.4%	4.6%
5 - 9	5.9%	6.4%	6.4%
10 - 14	7.3%	7.7%	7.7%
15 - 24	11.3%	11.5%	12.5%
25 - 34	7.0%	7.5%	8.0%
35 - 44	11.2%	11.5%	12.1%
45 - 54	18.4%	18.4%	18.3%
55 - 64	16.9%	16.8%	15.6%
65 - 74	10.8%	9.9%	9.0%
75 - 84	4.7%	4.1%	4.0%
85 +	2.3%	1.7%	1.7%
18 +	77.9%	76.7%	76.3%
2020 Population by Age			
Total	9,298	27,892	74,970
0 - 4	4.0%	4.3%	4.4%
5 - 9	5.3%	5.7%	5.6%
10 - 14	6.9%	7.3%	7.1%
15 - 24	10.6%	10.6%	11.7%
25 - 34	7.8%	7.8%	8.6%
35 - 44	10.9%	11.8%	11.8%
45 - 54	16.0%	15.9%	16.0%
55 - 64	18.0%	18.0%	17.4%
65 - 74	12.2%	11.6%	10.6%
75 - 84	6.0%	5.2%	5.0%
85 +	2.3%	1.8%	1.9%
18 +	79.7%	78.4%	78.3%
2010 Population by Sex			
Males	4,454	13,104	35,425
Females	4,688	13,683	36,569
2015 Population by Sex			
Males	4,526	13,402	36,045
Females	4,709	13,901	37,284
2020 Population by Sex			
Males	4,587	13,744	36,941
Females	4,710	14,150	38,031

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	9,141	26,788	71,994
White Alone	91.9%	90.9%	83.9%
Black Alone	1.7%	1.6%	2.5%
American Indian Alone	0.1%	0.1%	0.1%
Asian Alone	4.1%	5.3%	10.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.9%	0.7%	1.0%
Two or More Races	1.3%	1.4%	1.5%
Hispanic Origin	4.4%	4.2%	4.8%
Diversity Index	22.5	23.7	34.8
2015 Population by Race/Ethnicity			
Total	9,237	27,303	73,327
White Alone	90.3%	88.9%	81.1%
Black Alone	2.0%	1.9%	2.8%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	4.8%	6.4%	12.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.2%	0.9%	1.2%
Two or More Races	1.5%	1.6%	1.7%
Hispanic Origin	5.7%	5.3%	5.8%
Diversity Index	26.8	28.4	39.9
2020 Population by Race/Ethnicity			
Total	9,297	27,894	74,972
White Alone	88.7%	86.7%	77.9%
Black Alone	2.3%	2.3%	3.2%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	5.6%	7.8%	15.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.5%	1.2%	1.5%
Two or More Races	1.7%	1.9%	2.0%
Hispanic Origin	7.2%	6.6%	7.1%
Diversity Index	31.6	33.6	45.3
2010 Population by Relationship and Household Type			
Total	9,142	26,787	71,994
In Households	99.7%	99.7%	97.9%
In Family Households	87.1%	88.8%	86.7%
Householder	27.8%	28.1%	27.1%
Spouse	24.1%	24.7%	23.6%
Child	31.5%	32.7%	32.4%
Other relative	2.5%	2.3%	2.6%
Nonrelative	1.1%	1.0%	1.0%
In Nonfamily Households	12.7%	10.9%	11.1%
In Group Quarters	0.3%	0.3%	2.1%
Institutionalized Population	0.2%	0.1%	1.9%
Noninstitutionalized Population	0.1%	0.2%	0.2%

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. 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 Population 25+ by Educational Attainment			
Total	6,585	19,121	50,381
Less than 9th Grade	1.2%	1.0%	1.4%
9th - 12th Grade, No Diploma	2.6%	2.3%	2.3%
High School Graduate	22.8%	16.9%	15.6%
GED/Alternative Credential	1.0%	0.8%	1.3%
Some College, No Degree	14.2%	14.6%	14.1%
Associate Degree	6.8%	6.2%	6.1%
Bachelor's Degree	28.9%	31.4%	31.8%
Graduate/Professional Degree	22.6%	26.9%	27.3%
2015 Population 15+ by Marital Status			
Total	7,629	22,259	59,577
Never Married	25.7%	25.3%	26.5%
Married	63.0%	64.6%	61.3%
Widowed	5.2%	4.6%	5.0%
Divorced	6.1%	5.5%	7.3%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	91.3%	94.0%	94.8%
Civilian Unemployed	8.7%	6.0%	5.2%
2015 Employed Population 16+ by Industry			
Total	4,456	13,923	37,122
Agriculture/Mining	1.0%	0.7%	0.5%
Construction	3.4%	3.8%	4.1%
Manufacturing	16.9%	17.4%	15.9%
Wholesale Trade	2.6%	2.9%	2.6%
Retail Trade	6.2%	7.9%	8.8%
Transportation/Utilities	3.3%	3.0%	3.6%
Information	4.2%	3.6%	4.1%
Finance/Insurance/Real Estate	9.0%	9.6%	11.2%
Services	50.6%	48.1%	46.0%
Public Administration	2.8%	2.9%	3.2%
2015 Employed Population 16+ by Occupation			
Total	4,457	13,923	37,120
White Collar	76.6%	79.3%	81.2%
Management/Business/Financial	25.8%	27.0%	27.0%
Professional	28.1%	30.5%	32.0%
Sales	9.1%	10.6%	10.5%
Administrative Support	13.7%	11.3%	11.7%
Services	11.1%	10.2%	8.9%
Blue Collar	12.3%	10.5%	9.9%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	1.2%	1.9%	2.1%
Installation/Maintenance/Repair	4.8%	3.2%	2.6%
Production	4.1%	3.0%	2.3%
Transportation/Material Moving	2.1%	2.2%	2.8%

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	3,570	9,972	26,300
Households with 1 Person	23.9%	20.3%	22.0%
Households with 2+ People	76.1%	79.7%	78.0%
Family Households	72.0%	75.6%	74.0%
Husband-wife Families	62.4%	66.4%	64.5%
With Related Children	28.0%	31.6%	32.9%
Other Family (No Spouse Present)	9.6%	9.2%	9.5%
Other Family with Male Householder	2.6%	2.6%	2.5%
With Related Children	1.3%	1.3%	1.2%
Other Family with Female Householder	7.1%	6.6%	7.0%
With Related Children	3.9%	3.6%	3.9%
Nonfamily Households	4.1%	4.2%	4.0%
All Households with Children	33.4%	36.7%	38.2%
Multigenerational Households	2.3%	2.4%	3.0%
Unmarried Partner Households	4.2%	3.8%	3.8%
Male-female	3.3%	3.0%	3.1%
Same-sex	0.8%	0.8%	0.7%
2010 Households by Size			
Total	3,569	9,972	26,301
1 Person Household	23.9%	20.3%	22.0%
2 Person Household	33.2%	33.3%	31.1%
3 Person Household	16.8%	17.9%	17.9%
4 Person Household	16.8%	18.9%	19.3%
5 Person Household	6.5%	7.0%	7.0%
6 Person Household	2.0%	1.9%	2.0%
7 + Person Household	0.7%	0.7%	0.7%
2010 Households by Tenure and Mortgage Status			
Total	3,570	9,973	26,300
Owner Occupied	88.0%	88.5%	88.9%
Owned with a Mortgage/Loan	66.0%	66.6%	68.3%
Owned Free and Clear	22.0%	21.9%	20.7%
Renter Occupied	12.0%	11.5%	11.1%

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. Savvy Suburbanites (1D)	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)
	2. Pleasantville (2B)	Top Tier (1A)	Professional Pride (1B)
	3. Top Tier (1A)	Pleasantville (2B)	Top Tier (1A)
2015 Consumer Spending			
Apparel & Services: Total \$	\$16,721,396	\$51,443,716	\$131,802,827
Average Spent	\$4,582.46	\$5,015.96	\$4,885.39
Spending Potential Index	198	217	211
Computers & Accessories: Total \$	\$1,955,829	\$6,011,008	\$15,329,237
Average Spent	\$535.99	\$586.10	\$568.19
Spending Potential Index	211	230	223
Education: Total \$	\$13,871,363	\$43,245,102	\$106,648,139
Average Spent	\$3,801.41	\$4,216.57	\$3,953.01
Spending Potential Index	249	277	259
Entertainment/Recreation: Total \$	\$25,110,312	\$76,955,839	\$194,367,702
Average Spent	\$6,881.42	\$7,503.49	\$7,204.41
Spending Potential Index	208	227	218
Food at Home: Total \$	\$35,897,328	\$109,347,626	\$280,177,073
Average Spent	\$9,837.58	\$10,661.82	\$10,385.01
Spending Potential Index	188	204	199
Food Away from Home: Total \$	\$23,877,348	\$73,157,451	\$187,622,118
Average Spent	\$6,543.53	\$7,133.14	\$6,954.38
Spending Potential Index	199	217	212
Health Care: Total \$	\$34,985,422	\$105,792,904	\$265,611,499
Average Spent	\$9,587.67	\$10,315.22	\$9,845.12
Spending Potential Index	202	218	208
HH Furnishings & Equipment: Total \$	\$13,503,481	\$41,376,041	\$105,810,304
Average Spent	\$3,700.60	\$4,034.33	\$3,921.95
Spending Potential Index	201	219	213
Investments: Total \$	\$22,592,097	\$76,242,038	\$179,854,229
Average Spent	\$6,191.31	\$7,433.90	\$6,666.45
Spending Potential Index	225	270	242
Retail Goods: Total \$	\$182,862,194	\$557,438,170	\$1,419,026,323
Average Spent	\$50,112.96	\$54,352.40	\$52,597.44
Spending Potential Index	197	213	206
Shelter: Total \$	\$126,018,328	\$387,100,795	\$975,547,849
Average Spent	\$34,535.03	\$37,743.84	\$36,159.53
Spending Potential Index	210	229	220
TV/Video/Audio: Total \$	\$9,008,834	\$27,418,232	\$69,982,605
Average Spent	\$2,468.85	\$2,673.38	\$2,593.97
Spending Potential Index	189	204	198
Travel: Total \$	\$16,623,358	\$51,290,741	\$127,846,658
Average Spent	\$4,555.59	\$5,001.05	\$4,738.75
Spending Potential Index	233	256	243
Vehicle Maintenance & Repairs: Total \$	\$8,174,704	\$24,934,667	\$63,350,350
Average Spent	\$2,240.26	\$2,431.23	\$2,348.14
Spending Potential Index	201	218	210

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.