




The Shoppes at Jackson
 90 N County Line Rd, Jackson, NJ 08527-1249
 Ring: 1, 3, 5 Miles

Latitude: 40.13264
 Longitude: -74.28125

	1 mile radius	3 miles radius	5 miles radius
 2000 Total Population	9,167	39,165	96,578
2000 Group Quarters	242	430	1,684
2010 Total Population	10,523	49,365	116,629
2015 Total Population	11,107	52,678	123,419
2010 - 2015 Annual Rate	1.09%	1.31%	1.14%
 2000 Households	3,010	12,481	28,817
2000 Average Household Size	2.97	3.1	3.29
2010 Households	3,457	16,019	34,647
2010 Average Household Size	2.97	3.06	3.32
2015 Households	3,658	17,176	36,825
2015 Average Household Size	2.97	3.04	3.31
2010 - 2015 Annual Rate	1.14%	1.4%	1.23%
2000 Families	2,332	10,169	23,236
2000 Average Family Size	3.37	3.45	3.68
2010 Families	2,684	12,871	27,616
2010 Average Family Size	3.38	3.43	3.73
2015 Families	2,827	13,696	29,144
2015 Average Family Size	3.38	3.42	3.73
2010 - 2015 Annual Rate	1.04%	1.25%	1.08%
 2000 Housing Units	3,120	12,789	29,767
Owner Occupied Housing Units	75.3%	84.4%	73.2%
Renter Occupied Housing Units	21.8%	13.1%	23.5%
Vacant Housing Units	3.0%	2.5%	3.2%
2010 Housing Units	3,583	16,502	35,976
Owner Occupied Housing Units	75.7%	83.8%	73.3%
Renter Occupied Housing Units	20.8%	13.3%	23.0%
Vacant Housing Units	3.5%	2.9%	3.7%
2015 Housing Units	3,799	17,729	38,299
Owner Occupied Housing Units	76.0%	83.8%	73.6%
Renter Occupied Housing Units	20.3%	13.1%	22.6%
Vacant Housing Units	3.7%	3.1%	3.8%
Median Household Income			
2000	\$64,517	\$66,189	\$59,742
2010	\$79,876	\$79,259	\$75,031
2015	\$89,978	\$88,565	\$83,520
Median Home Value			
2000	\$138,474	\$153,551	\$156,755
2010	\$284,405	\$320,175	\$323,397
2015	\$366,870	\$416,402	\$422,987
Per Capita Income			
2000	\$24,117	\$24,034	\$20,665
2010	\$31,015	\$30,367	\$26,252
2015	\$34,489	\$34,403	\$29,997
Median Age			
2000	33.3	34.9	30.3
2010	34.4	37.2	31.3
2015	33.8	37.4	31.9


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 2010 and 2015.



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	1 mile radius	3 miles radius	5 miles radius
2000 Households by Income			
 Household Income Base	3,004	12,409	28,798
< \$15,000	5.9%	5.7%	10.7%
\$15,000 - \$24,999	6.0%	6.4%	9.5%
\$25,000 - \$34,999	7.3%	7.0%	8.3%
\$35,000 - \$49,999	16.4%	14.4%	13.6%
\$50,000 - \$74,999	24.1%	23.9%	21.2%
\$75,000 - \$99,999	19.5%	19.8%	16.1%
\$100,000 - \$149,999	15.5%	16.5%	14.4%
\$150,000 - \$199,999	4.2%	4.3%	3.9%
\$200,000+	1.1%	2.0%	2.2%
Average Household Income	\$73,128	\$74,954	\$68,436
2010 Households by Income			
Household Income Base	3,457	16,022	34,648
< \$15,000	3.1%	3.4%	6.7%
\$15,000 - \$24,999	3.5%	3.6%	6.0%
\$25,000 - \$34,999	3.6%	4.3%	5.5%
\$35,000 - \$49,999	10.1%	9.8%	9.6%
\$50,000 - \$74,999	23.1%	23.2%	22.3%
\$75,000 - \$99,999	24.6%	23.9%	20.2%
\$100,000 - \$149,999	19.3%	20.1%	18.2%
\$150,000 - \$199,999	9.0%	7.4%	7.1%
\$200,000+	3.8%	4.3%	4.6%
Average Household Income	\$93,191	\$92,514	\$87,837
2015 Households by Income			
Household Income Base	3,658	17,175	36,825
< \$15,000	2.4%	2.7%	5.6%
\$15,000 - \$24,999	2.5%	2.7%	4.7%
\$25,000 - \$34,999	2.6%	3.1%	4.0%
\$35,000 - \$49,999	7.7%	7.6%	7.5%
\$50,000 - \$74,999	19.4%	20.2%	20.3%
\$75,000 - \$99,999	22.6%	21.8%	18.8%
\$100,000 - \$149,999	28.6%	27.2%	23.9%
\$150,000 - \$199,999	9.2%	8.4%	8.5%
\$200,000+	5.0%	6.2%	6.7%
Average Household Income	\$103,340	\$104,345	\$99,996
2000 Owner Occupied HUs by Value			
Total	2,266	10,746	21,757
<\$50,000	3.3%	3.3%	4.4%
\$50,000 - 99,999	26.3%	11.0%	13.3%
\$100,000 - 149,999	29.5%	33.2%	28.0%
\$150,000 - 199,999	19.8%	30.6%	30.2%
\$200,000 - \$299,999	17.8%	18.8%	20.1%
\$300,000 - 499,999	3.1%	2.7%	3.6%
\$500,000 - 999,999	0.1%	0.2%	0.3%
\$1,000,000+	0.1%	0.1%	0.1%
Average Home Value	\$150,832	\$164,059	\$165,630
2000 Specified Renter Occupied HUs by Contract Rent			
Total	703	1,707	7,028
With Cash Rent	97.2%	95.7%	95.9%
No Cash Rent	2.8%	4.3%	4.1%
Median Rent	\$812	\$775	\$747
Average Rent	\$811	\$759	\$724


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 Housing Units 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 2010 and 2015.



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2000 Population by Age			
 Total	9,161	39,164	96,577
Age 0 - 4	8.4%	8.1%	10.8%
Age 5 - 9	9.2%	9.0%	10.1%
Age 10 - 14	9.0%	8.9%	9.0%
Age 15 - 19	6.2%	6.8%	6.9%
Age 20 - 24	4.8%	4.5%	6.4%
Age 25 - 34	15.4%	12.9%	13.6%
Age 35 - 44	21.5%	20.1%	17.1%
Age 45 - 54	12.0%	13.3%	11.7%
Age 55 - 64	6.1%	7.4%	6.4%
Age 65 - 74	3.4%	5.2%	4.3%
Age 75 - 84	2.4%	2.9%	2.7%
Age 85+	1.6%	1.0%	1.0%
Age 18+	69.4%	69.6%	65.6%
2010 Population by Age			
Total	10,527	49,367	116,631
Age 0 - 4	8.0%	7.5%	10.5%
Age 5 - 9	7.9%	7.7%	9.0%
Age 10 - 14	7.9%	7.8%	8.1%
Age 15 - 19	7.7%	7.5%	7.4%
Age 20 - 24	7.2%	5.5%	6.9%
Age 25 - 34	12.0%	11.0%	12.4%
Age 35 - 44	14.8%	14.0%	12.7%
Age 45 - 54	17.1%	17.2%	14.5%
Age 55 - 64	8.8%	10.8%	9.3%
Age 65 - 74	4.3%	5.9%	5.0%
Age 75 - 84	2.6%	3.6%	2.9%
Age 85+	1.7%	1.4%	1.3%
Age 18+	71.3%	72.1%	67.7%
2015 Population by Age			
Total	11,104	52,680	123,420
Age 0 - 4	7.7%	7.2%	10.2%
Age 5 - 9	7.8%	7.6%	8.9%
Age 10 - 14	8.0%	8.0%	8.2%
Age 15 - 19	6.9%	6.9%	6.8%
Age 20 - 24	6.7%	5.5%	6.9%
Age 25 - 34	14.5%	11.7%	12.9%
Age 35 - 44	12.7%	13.0%	12.0%
Age 45 - 54	15.3%	15.4%	13.0%
Age 55 - 64	10.5%	12.3%	10.6%
Age 65 - 74	5.4%	7.1%	6.1%
Age 75 - 84	2.8%	3.8%	3.1%
Age 85+	1.7%	1.5%	1.3%
Age 18+	72.0%	72.8%	68.3%
2000 Population by Sex			
Males	48.1%	48.8%	49.6%
Females	51.9%	51.2%	50.4%
2010 Population by Sex			
Males	48.4%	48.7%	49.5%
Females	51.6%	51.3%	50.5%
2015 Population by Sex			
Males	48.5%	48.7%	49.4%
Females	51.5%	51.3%	50.6%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.

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

	1 mile radius	3 miles radius	5 miles radius
2000 Population by Race/Ethnicity			
 Total	9,167	39,165	96,578
White Alone	89.5%	90.3%	87.0%
Black Alone	4.5%	4.0%	5.8%
American Indian Alone	0.1%	0.1%	0.1%
Asian or Pacific Islander Alone	2.7%	2.7%	2.3%
Some Other Race Alone	1.5%	1.2%	2.5%
Two or More Races	1.7%	1.6%	2.2%
Hispanic Origin	7.3%	5.9%	8.9%
Diversity Index	30.5	27.3	36.2
2010 Population by Race/Ethnicity			
Total	10,523	49,365	116,629
White Alone	86.6%	88.4%	84.8%
Black Alone	4.8%	4.2%	5.9%
American Indian Alone	0.2%	0.1%	0.2%
Asian or Pacific Islander Alone	3.8%	3.5%	3.0%
Some Other Race Alone	2.2%	1.7%	3.4%
Two or More Races	2.4%	2.1%	2.8%
Hispanic Origin	10.9%	8.9%	12.7%
Diversity Index	39.2	34.3	43.8
2015 Population by Race/Ethnicity			
Total	11,107	52,677	123,420
White Alone	85.2%	87.4%	83.8%
Black Alone	5.0%	4.3%	5.8%
American Indian Alone	0.2%	0.1%	0.2%
Asian or Pacific Islander Alone	4.3%	3.9%	3.3%
Some Other Race Alone	2.5%	2.0%	3.7%
Two or More Races	2.7%	2.3%	3.1%
Hispanic Origin	12.9%	10.6%	14.5%
Diversity Index	43.4	37.9	46.8
2000 Population 3+ by School Enrollment			
 Total	8,554	37,241	90,004
Enrolled in Nursery/Preschool	2.2%	2.6%	3.2%
Enrolled in Kindergarten	1.9%	1.9%	2.3%
Enrolled in Grade 1-8	14.5%	15.4%	16.8%
Enrolled in Grade 9-12	5.9%	6.4%	6.5%
Enrolled in College	3.6%	3.9%	5.2%
Enrolled in Grad/Prof School	1.3%	1.3%	1.6%
Not Enrolled in School	70.6%	68.4%	64.5%
2010 Population 25+ by Educational Attainment			
Total	6,447	31,557	67,688
Less than 9th Grade	2.0%	2.7%	4.1%
9th - 12th Grade, No Diploma	4.8%	5.1%	6.0%
High School Graduate	31.3%	34.7%	32.1%
Some College, No Degree	20.0%	19.5%	20.0%
Associate Degree	8.9%	7.7%	7.2%
Bachelor's Degree	23.5%	21.1%	20.4%
Graduate/Professional Degree	9.5%	9.2%	10.2%

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.

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2010 Population 15+ by Marital Status			
 Total	8,013	37,952	84,421
Never Married	25.4%	25.8%	26.8%
Married	59.5%	61.3%	60.6%
Widowed	6.3%	5.5%	5.2%
Divorced	8.8%	7.4%	7.4%
2000 Population 16+ by Employment Status			
 Total	6,644	28,398	66,036
In Labor Force	69.8%	68.6%	66.4%
Civilian Employed	67.1%	65.6%	62.7%
Civilian Unemployed	2.4%	2.8%	3.5%
In Armed Forces	0.3%	0.3%	0.1%
Not in Labor Force	30.2%	31.4%	33.6%
2010 Civilian Population 16+ in Labor Force			
Civilian Employed	90.6%	90.4%	89.4%
Civilian Unemployed	9.4%	9.6%	10.6%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	92.3%	92.1%	91.4%
Civilian Unemployed	7.7%	7.9%	8.6%
2000 Females 16+ by Employment Status and Age of Children			
Total	3,619	14,889	33,935
Own Children < 6 Only	10.8%	9.2%	11.2%
Employed/in Armed Forces	4.9%	4.5%	6.1%
Unemployed	0.0%	0.2%	0.3%
Not in Labor Force	6.0%	4.5%	4.8%
Own Children < 6 and 6-17 Only	7.5%	9.4%	10.9%
Employed/in Armed Forces	3.0%	4.4%	5.3%
Unemployed	0.1%	0.3%	0.2%
Not in Labor Force	4.4%	4.7%	5.4%
Own Children 6-17 Only	20.1%	20.3%	19.6%
Employed/in Armed Forces	14.6%	15.0%	13.9%
Unemployed	0.2%	0.2%	0.4%
Not in Labor Force	5.3%	5.1%	5.3%
No Own Children < 18	61.6%	61.1%	58.3%
Employed/in Armed Forces	36.4%	33.0%	31.3%
Unemployed	0.8%	1.4%	2.1%
Not in Labor Force	24.4%	26.7%	24.9%
2010 Employed Population 16+ by Industry			
 Total	4,794	22,610	48,475
Agriculture/Mining	0.2%	0.5%	0.6%
Construction	4.9%	6.8%	6.4%
Manufacturing	6.9%	6.3%	6.5%
Wholesale Trade	3.4%	3.3%	3.4%
Retail Trade	12.5%	13.2%	13.4%
Transportation/Utilities	7.4%	7.5%	6.1%
Information	2.8%	3.0%	2.7%
Finance/Insurance/Real Estate	8.4%	8.9%	8.1%
Services	47.7%	45.0%	47.4%
Public Administration	5.8%	5.7%	5.4%

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2010 Employed Population 16+ by Occupation			
Total	4,796	22,607	48,477
White Collar	64.7%	64.6%	64.7%
Management/Business/Financial	13.4%	14.1%	13.6%
Professional	26.0%	24.1%	25.0%
Sales	12.4%	13.0%	12.8%
Administrative Support	13.0%	13.5%	13.3%
Services	18.1%	16.3%	17.1%
Blue Collar	17.1%	19.1%	18.2%
Farming/Forestry/Fishing	0.4%	0.2%	0.3%
Construction/Extraction	3.5%	5.6%	5.4%
Installation/Maintenance/Repair	4.3%	4.5%	3.8%
Production	2.5%	2.9%	3.5%
Transportation/Material Moving	6.4%	5.8%	5.2%
2000 Workers 16+ by Means of Transportation to Work			
 Total	4,395	18,312	40,571
Drove Alone - Car, Truck, or Van	84.1%	83.0%	76.6%
Carpooled - Car, Truck, or Van	9.6%	9.2%	12.1%
Public Transportation	3.1%	3.7%	4.2%
Walked	0.8%	1.0%	2.8%
Other Means	0.1%	0.6%	0.9%
Worked at Home	2.3%	2.5%	3.5%
2000 Workers 16+ by Travel Time to Work			
Total	4,396	18,312	40,572
Did Not Work at Home	97.7%	97.5%	96.5%
Less than 5 minutes	2.8%	2.6%	2.9%
5 to 9 minutes	4.2%	6.4%	8.6%
10 to 19 minutes	18.7%	20.0%	23.1%
20 to 24 minutes	13.1%	13.3%	11.9%
25 to 34 minutes	16.2%	14.9%	14.7%
35 to 44 minutes	9.5%	8.2%	6.9%
45 to 59 minutes	12.2%	10.7%	9.1%
60 to 89 minutes	11.9%	12.9%	11.1%
90 or more minutes	9.2%	8.4%	8.2%
Worked at Home	2.3%	2.5%	3.5%
Average Travel Time to Work (in min)	39.4	37.5	34.9
2000 Households by Vehicles Available			
Total	2,974	12,483	28,836
None	3.7%	4.1%	7.7%
1	27.0%	23.7%	29.3%
2	50.7%	50.2%	44.1%
3	13.4%	14.8%	13.2%
4	4.3%	5.8%	4.2%
5+	0.8%	1.3%	1.5%
Average Number of Vehicles Available	1.9	2.0	1.8

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.

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2000 Households by Type			
 Total	3,010	12,481	28,817
Family Households	77.5%	81.5%	80.6%
Married-couple Family	61.0%	68.4%	67.1%
With Related Children	38.5%	40.5%	41.8%
Other Family (No Spouse)	16.5%	13.0%	13.6%
With Related Children	11.6%	8.1%	8.4%
Nonfamily Households	22.5%	18.5%	19.4%
Householder Living Alone	16.2%	14.3%	15.1%
Householder Not Living Alone	6.2%	4.2%	4.2%
Households with Related Children	50.1%	48.6%	50.2%
Households with Persons 65+	11.8%	18.9%	18.8%
2000 Households by Size			
Total	3,010	12,481	28,817
1 Person Household	16.2%	14.3%	15.1%
2 Person Household	26.7%	27.3%	25.3%
3 Person Household	21.5%	19.4%	18.3%
4 Person Household	20.8%	22.7%	20.5%
5 Person Household	10.6%	10.8%	10.8%
6 Person Household	2.9%	3.5%	4.5%
7+ Person Household	1.3%	1.9%	5.5%
2000 Households by Year Householder Moved In			
Total	2,974	12,483	28,835
Moved in 1999 to March 2000	21.6%	14.5%	15.0%
Moved in 1995 to 1998	31.6%	29.4%	30.0%
Moved in 1990 to 1994	16.3%	16.4%	17.4%
Moved in 1980 to 1989	18.9%	23.9%	21.6%
Moved in 1970 to 1979	8.5%	9.3%	9.8%
Moved in 1969 or Earlier	3.0%	6.4%	6.1%
Median Year Householder Moved In	1995	1993	1994
2000 Housing Units by Units in Structure			
 Total	3,043	12,766	29,797
1, Detached	54.4%	78.0%	68.2%
1, Attached	20.5%	7.8%	11.1%
2	2.3%	1.0%	2.0%
3 or 4	5.4%	2.7%	3.2%
5 to 9	7.3%	2.4%	3.6%
10 to 19	4.2%	2.5%	3.7%
20+	2.9%	2.3%	4.4%
Mobile Home	3.1%	3.3%	3.9%
Other	0.0%	0.0%	0.0%
2000 Housing Units by Year Structure Built			
Total	3,060	12,757	29,784
1999 to March 2000	2.6%	2.4%	3.1%
1995 to 1998	6.2%	8.7%	7.8%
1990 to 1994	9.8%	7.5%	8.1%
1980 to 1989	38.7%	29.9%	24.5%
1970 to 1979	17.6%	18.5%	19.3%
1969 or Earlier	25.1%	33.1%	37.2%
Median Year Structure Built	1982	1979	1977

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



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Top 3 Tapestry Segments			
1.	Aspiring Young Familie	Sophisticated Squires	Sophisticated Squires
2.	Sophisticated Squires	Pleasant-Ville	Pleasant-Ville
3.	Boomburbs	Aspiring Young Familie	Aspiring Young Familie



2010 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 \$	\$7,863,886	\$35,468,144	\$73,911,245
Average Spent	\$2,274.77	\$2,214.13	\$2,133.27
Spending Potential Index	95	92	89
Computers & Accessories: Total \$	\$1,054,420	\$4,663,721	\$9,735,398
Average Spent	\$305.01	\$291.14	\$280.99
Spending Potential Index	139	132	128
Education: Total \$	\$5,873,861	\$27,070,713	\$55,363,563
Average Spent	\$1,699.12	\$1,689.91	\$1,597.93
Spending Potential Index	139	139	131
Entertainment/Recreation: Total \$	\$15,156,528	\$70,115,149	\$143,054,343
Average Spent	\$4,384.30	\$4,377.00	\$4,128.91
Spending Potential Index	136	136	128
Food at Home: Total \$	\$20,075,771	\$90,764,426	\$189,906,750
Average Spent	\$5,807.28	\$5,666.05	\$5,481.19
Spending Potential Index	130	127	123
Food Away from Home: Total \$	\$15,012,538	\$67,335,464	\$140,184,500
Average Spent	\$4,342.65	\$4,203.47	\$4,046.08
Spending Potential Index	135	131	126
Health Care: Total \$	\$15,689,280	\$74,884,977	\$151,439,588
Average Spent	\$4,538.41	\$4,674.76	\$4,370.93
Spending Potential Index	122	125	117
HH Furnishings & Equipment: Total \$	\$8,518,068	\$39,410,135	\$80,448,342
Average Spent	\$2,464.01	\$2,460.21	\$2,321.94
Spending Potential Index	120	119	113
Investments: Total \$	\$7,237,062	\$37,518,822	\$74,815,854
Average Spent	\$2,093.45	\$2,342.15	\$2,159.37
Spending Potential Index	120	135	124
Retail Goods: Total \$	\$108,990,195	\$498,772,510	\$1,024,668,535
Average Spent	\$31,527.39	\$31,136.31	\$29,574.52
Spending Potential Index	127	125	119
Shelter: Total \$	\$75,897,101	\$350,519,203	\$724,363,506
Average Spent	\$21,954.61	\$21,881.47	\$20,906.96
Spending Potential Index	139	139	132
TV/Video/Audio: Total \$	\$5,638,865	\$25,316,840	\$52,498,142
Average Spent	\$1,631.14	\$1,580.43	\$1,515.23
Spending Potential Index	131	127	122
Travel: Total \$	\$8,980,419	\$43,241,572	\$87,241,851
Average Spent	\$2,597.75	\$2,699.39	\$2,518.02
Spending Potential Index	137	143	133
Vehicle Maintenance & Repairs: Total \$	\$4,329,509	\$19,757,740	\$40,680,877
Average Spent	\$1,252.39	\$1,233.39	\$1,174.15
Spending Potential Index	133	131	125

Data Note: 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 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.