




Whitehouse Mall
 531 US 22, Whitehouse Station, NJ 08889
 Ring: 3, 5, 7 Miles

Latitude: 40.62069
 Longitude: -74.76242

	3 miles radius	5 miles radius	7 miles radius
 2000 Total Population	9,115	27,017	69,343
2000 Group Quarters	85	113	1,524
2010 Total Population	9,590	28,249	73,283
2015 Total Population	9,549	28,268	73,861
2010 - 2015 Annual Rate	-0.09%	0.01%	0.16%
 2000 Households	3,420	9,756	25,117
2000 Average Household Size	2.64	2.76	2.7
2010 Households	3,677	10,316	26,567
2010 Average Household Size	2.59	2.73	2.7
2015 Households	3,682	10,360	26,826
2015 Average Household Size	2.57	2.72	2.7
2010 - 2015 Annual Rate	0.03%	0.09%	0.19%
2000 Families	2,555	7,561	18,990
2000 Average Family Size	3.09	3.17	3.16
2010 Families	2,728	7,932	19,924
2010 Average Family Size	3.04	3.15	3.17
2015 Families	2,714	7,912	19,968
2015 Average Family Size	3.03	3.15	3.18
2010 - 2015 Annual Rate	-0.1%	-0.05%	0.04%
 2000 Housing Units	3,498	9,979	25,755
Owner Occupied Housing Units	86.6%	88.1%	87.7%
Renter Occupied Housing Units	11.1%	9.6%	9.9%
Vacant Housing Units	2.2%	2.3%	2.4%
2010 Housing Units	3,809	10,702	27,652
Owner Occupied Housing Units	84.4%	85.3%	84.4%
Renter Occupied Housing Units	12.1%	11.1%	11.6%
Vacant Housing Units	3.5%	3.6%	3.9%
2015 Housing Units	3,887	10,896	28,191
Owner Occupied Housing Units	82.7%	84.0%	83.5%
Renter Occupied Housing Units	12.0%	11.1%	11.7%
Vacant Housing Units	5.3%	4.9%	4.8%
Median Household Income			
2000	\$86,016	\$94,371	\$91,125
2010	\$122,433	\$127,357	\$126,483
2015	\$138,311	\$141,664	\$138,310
Median Home Value			
2000	\$253,679	\$275,980	\$265,741
2010	\$445,270	\$510,525	\$510,766
2015	\$485,539	\$582,266	\$610,199
Per Capita Income			
2000	\$40,247	\$43,108	\$41,505
2010	\$55,929	\$58,240	\$56,536
2015	\$65,146	\$67,103	\$64,875
Median Age			
2000	39.5	39.1	37.7
2010	42.3	42.2	40.9
2015	43.0	42.8	41.4

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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2000 Households by Income			
Household Income Base	3,455	9,811	25,170
< \$15,000	4.2%	3.1%	3.2%
\$15,000 - \$24,999	3.9%	3.9%	4.2%
\$25,000 - \$34,999	5.2%	4.6%	4.5%
\$35,000 - \$49,999	9.5%	8.4%	8.8%
\$50,000 - \$74,999	18.8%	17.9%	17.8%
\$75,000 - \$99,999	16.2%	14.9%	16.2%
\$100,000 - \$149,999	22.1%	23.4%	22.6%
\$150,000 - \$199,999	11.9%	12.5%	12.1%
\$200,000+	8.1%	11.4%	10.5%
Average Household Income	\$106,573	\$118,846	\$114,149
2010 Households by Income			
Household Income Base	3,678	10,315	26,567
< \$15,000	2.0%	1.5%	1.5%
\$15,000 - \$24,999	2.7%	2.6%	2.7%
\$25,000 - \$34,999	2.1%	2.0%	2.2%
\$35,000 - \$49,999	3.6%	3.1%	3.1%
\$50,000 - \$74,999	16.3%	15.7%	16.2%
\$75,000 - \$99,999	11.2%	11.4%	11.6%
\$100,000 - \$149,999	27.5%	26.0%	26.9%
\$150,000 - \$199,999	17.6%	17.5%	16.8%
\$200,000+	16.8%	20.1%	19.0%
Average Household Income	\$146,455	\$158,245	\$154,861
2015 Households by Income			
Household Income Base	3,684	10,360	26,825
< \$15,000	1.4%	1.0%	1.1%
\$15,000 - \$24,999	1.8%	1.7%	1.8%
\$25,000 - \$34,999	1.4%	1.3%	1.4%
\$35,000 - \$49,999	2.3%	2.0%	2.0%
\$50,000 - \$74,999	11.1%	10.8%	10.9%
\$75,000 - \$99,999	8.5%	9.0%	9.2%
\$100,000 - \$149,999	29.5%	28.0%	29.7%
\$150,000 - \$199,999	20.9%	19.9%	19.2%
\$200,000+	23.1%	26.2%	24.7%
Average Household Income	\$169,585	\$181,641	\$177,403
2000 Owner Occupied HUs by Value			
Total	3,037	8,828	22,588
<\$50,000	1.3%	1.5%	1.3%
\$50,000 - 99,999	3.6%	2.1%	4.3%
\$100,000 - 149,999	6.2%	7.3%	9.3%
\$150,000 - 199,999	18.9%	13.9%	14.9%
\$200,000 - \$299,999	35.1%	33.3%	30.8%
\$300,000 - 499,999	27.7%	32.4%	32.5%
\$500,000 - 999,999	5.8%	7.6%	5.5%
\$1,000,000+	1.4%	2.0%	1.4%
Average Home Value	\$292,435	\$318,074	\$296,909
2000 Specified Renter Occupied HUs by Contract Rent			
Total	331	827	2,334
With Cash Rent	93.7%	92.0%	93.8%
No Cash Rent	6.3%	8.0%	6.2%
Median Rent	\$706	\$808	\$966
Average Rent	\$795	\$947	\$1,060


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.

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2000 Population by Age			
 Total	9,112	27,016	69,343
Age 0 - 4	7.6%	7.8%	8.0%
Age 5 - 9	7.7%	8.1%	7.9%
Age 10 - 14	6.8%	7.2%	6.9%
Age 15 - 19	4.6%	4.8%	4.9%
Age 20 - 24	3.3%	3.1%	4.0%
Age 25 - 34	11.4%	10.9%	12.8%
Age 35 - 44	19.6%	20.2%	20.4%
Age 45 - 54	16.6%	16.9%	15.9%
Age 55 - 64	11.2%	11.1%	9.9%
Age 65 - 74	6.6%	6.0%	5.5%
Age 75 - 84	3.7%	3.0%	2.8%
Age 85+	1.1%	0.9%	1.0%
Age 18+	74.8%	73.5%	73.8%
2010 Population by Age			
Total	9,591	28,248	73,282
Age 0 - 4	7.2%	6.9%	7.0%
Age 5 - 9	7.0%	7.6%	7.7%
Age 10 - 14	7.2%	8.5%	8.6%
Age 15 - 19	5.8%	6.7%	6.7%
Age 20 - 24	3.7%	3.5%	4.4%
Age 25 - 34	8.2%	6.7%	7.4%
Age 35 - 44	15.8%	15.0%	15.6%
Age 45 - 54	17.6%	19.0%	18.6%
Age 55 - 64	13.7%	13.3%	12.3%
Age 65 - 74	7.9%	7.6%	6.8%
Age 75 - 84	4.4%	3.8%	3.5%
Age 85+	1.6%	1.3%	1.3%
Age 18+	74.8%	72.4%	72.2%
2015 Population by Age			
Total	9,548	28,271	73,860
Age 0 - 4	7.0%	6.5%	6.6%
Age 5 - 9	6.9%	7.5%	7.6%
Age 10 - 14	6.8%	8.2%	8.2%
Age 15 - 19	5.9%	7.3%	7.4%
Age 20 - 24	4.1%	4.1%	5.1%
Age 25 - 34	8.8%	7.3%	8.3%
Age 35 - 44	13.3%	12.0%	12.0%
Age 45 - 54	17.0%	18.4%	18.3%
Age 55 - 64	14.3%	14.2%	13.3%
Age 65 - 74	9.8%	9.1%	8.3%
Age 75 - 84	4.4%	3.9%	3.6%
Age 85+	1.7%	1.5%	1.5%
Age 18+	75.3%	73.0%	72.7%
2000 Population by Sex			
Males	49.3%	49.2%	49.4%
Females	50.7%	50.8%	50.6%
2010 Population by Sex			
Males	48.8%	48.9%	49.4%
Females	51.2%	51.1%	50.6%
2015 Population by Sex			
Males	48.5%	48.9%	49.4%
Females	51.5%	51.1%	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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

	3 miles radius	5 miles radius	7 miles radius
2000 Population by Race/Ethnicity			
 Total	9,116	27,016	69,343
White Alone	94.8%	93.7%	88.9%
Black Alone	0.9%	1.1%	2.4%
American Indian Alone	0.1%	0.1%	0.1%
Asian or Pacific Islander Alone	2.5%	3.7%	7.0%
Some Other Race Alone	0.6%	0.5%	0.7%
Two or More Races	1.2%	0.9%	1.0%
Hispanic Origin	2.2%	2.2%	2.9%
Diversity Index	14.0	15.8	25.0
2010 Population by Race/Ethnicity			
Total	9,589	28,250	73,282
White Alone	91.3%	89.6%	83.1%
Black Alone	1.3%	1.6%	3.0%
American Indian Alone	0.1%	0.1%	0.1%
Asian or Pacific Islander Alone	4.5%	6.6%	11.2%
Some Other Race Alone	1.0%	0.8%	1.1%
Two or More Races	1.7%	1.4%	1.5%
Hispanic Origin	4.2%	4.1%	5.2%
Diversity Index	23.1	25.5	36.5
2015 Population by Race/Ethnicity			
Total	9,549	28,267	73,861
White Alone	89.5%	87.4%	80.1%
Black Alone	1.5%	1.8%	3.3%
American Indian Alone	0.1%	0.1%	0.1%
Asian or Pacific Islander Alone	5.6%	8.1%	13.5%
Some Other Race Alone	1.2%	1.0%	1.3%
Two or More Races	2.0%	1.6%	1.7%
Hispanic Origin	5.4%	5.3%	6.6%
Diversity Index	27.8	30.7	42.1
2000 Population 3+ by School Enrollment			
 Total	8,637	25,651	65,795
Enrolled in Nursery/Preschool	3.2%	3.0%	3.0%
Enrolled in Kindergarten	1.6%	1.5%	1.4%
Enrolled in Grade 1-8	12.5%	12.9%	12.9%
Enrolled in Grade 9-12	4.2%	5.0%	5.2%
Enrolled in College	2.5%	3.2%	3.4%
Enrolled in Grad/Prof School	0.8%	1.2%	1.6%
Not Enrolled in School	75.1%	73.2%	72.5%
2010 Population 25+ by Educational Attainment			
Total	6,639	18,839	48,003
Less than 9th Grade	1.0%	1.1%	1.5%
9th - 12th Grade, No Diploma	2.2%	1.9%	2.1%
High School Graduate	22.7%	20.4%	20.0%
Some College, No Degree	14.4%	13.2%	13.2%
Associate Degree	7.4%	7.8%	7.2%
Bachelor's Degree	31.5%	32.3%	31.6%
Graduate/Professional Degree	20.7%	23.3%	24.3%

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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2010 Population 15+ by Marital Status			
 Total	7,549	21,721	56,159
Never Married	21.5%	20.8%	23.0%
Married	63.9%	66.6%	64.6%
Widowed	5.9%	4.4%	4.4%
Divorced	8.7%	8.1%	7.9%
2000 Population 16+ by Employment Status			
 Total	6,974	20,455	52,725
In Labor Force	73.8%	73.3%	71.4%
Civilian Employed	71.8%	71.7%	69.7%
Civilian Unemployed	2.0%	1.6%	1.8%
In Armed Forces	0.0%	0.0%	0.0%
Not in Labor Force	26.2%	26.7%	28.6%
2010 Civilian Population 16+ in Labor Force			
Civilian Employed	92.1%	93.2%	92.6%
Civilian Unemployed	7.9%	6.8%	7.4%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	93.5%	94.5%	94.0%
Civilian Unemployed	6.5%	5.5%	6.0%
2000 Females 16+ by Employment Status and Age of Children			
Total	3,567	10,524	26,942
Own Children < 6 Only	8.0%	9.4%	10.3%
Employed/in Armed Forces	5.1%	5.2%	5.7%
Unemployed	0.2%	0.1%	0.1%
Not in Labor Force	2.7%	4.1%	4.5%
Own Children < 6 and 6-17 Only	7.1%	6.5%	6.6%
Employed/in Armed Forces	2.8%	2.9%	3.3%
Unemployed	0.0%	0.0%	0.0%
Not in Labor Force	4.3%	3.6%	3.2%
Own Children 6-17 Only	17.8%	19.3%	18.7%
Employed/in Armed Forces	14.1%	14.1%	13.6%
Unemployed	0.1%	0.1%	0.2%
Not in Labor Force	3.6%	5.2%	4.9%
No Own Children < 18	67.1%	64.8%	64.5%
Employed/in Armed Forces	41.1%	40.5%	40.1%
Unemployed	1.3%	1.1%	1.1%
Not in Labor Force	24.7%	23.1%	23.3%
2010 Employed Population 16+ by Industry			
 Total	5,024	14,300	36,047
Agriculture/Mining	1.5%	1.1%	0.9%
Construction	5.5%	5.2%	5.0%
Manufacturing	11.3%	11.0%	11.5%
Wholesale Trade	3.5%	3.9%	4.0%
Retail Trade	13.0%	10.5%	10.0%
Transportation/Utilities	5.0%	4.3%	3.8%
Information	4.4%	5.0%	5.7%
Finance/Insurance/Real Estate	10.2%	11.2%	11.1%
Services	42.7%	45.0%	45.2%
Public Administration	2.8%	2.7%	2.9%

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2010 Employed Population 16+ by Occupation			
Total	5,026	14,298	36,050
White Collar	78.7%	80.0%	81.4%
Management/Business/Financial	23.5%	26.0%	26.5%
Professional	29.1%	28.8%	30.9%
Sales	14.3%	13.3%	12.6%
Administrative Support	11.7%	11.9%	11.5%
Services	8.1%	7.8%	8.1%
Blue Collar	13.2%	12.1%	10.4%
Farming/Forestry/Fishing	0.5%	0.3%	0.2%
Construction/Extraction	3.6%	3.6%	3.2%
Installation/Maintenance/Repair	1.8%	2.3%	2.2%
Production	2.4%	2.0%	1.9%
Transportation/Material Moving	5.0%	4.0%	3.0%
2000 Workers 16+ by Means of Transportation to Work			
 Total	4,902	14,381	36,155
Drove Alone - Car, Truck, or Van	85.3%	86.5%	85.8%
Carpooled - Car, Truck, or Van	5.7%	5.0%	5.5%
Public Transportation	2.4%	2.1%	2.7%
Walked	1.4%	1.0%	0.7%
Other Means	1.2%	0.9%	0.8%
Worked at Home	4.0%	4.6%	4.5%
2000 Workers 16+ by Travel Time to Work			
Total	4,903	14,383	36,155
Did Not Work at Home	96.0%	95.4%	95.5%
Less than 5 minutes	2.5%	1.8%	1.6%
5 to 9 minutes	6.9%	6.6%	6.7%
10 to 19 minutes	19.3%	19.1%	21.5%
20 to 24 minutes	12.4%	12.8%	11.2%
25 to 34 minutes	14.8%	16.7%	17.8%
35 to 44 minutes	14.9%	13.0%	11.2%
45 to 59 minutes	13.2%	13.3%	13.5%
60 to 89 minutes	7.6%	7.6%	7.5%
90 or more minutes	4.4%	4.5%	4.4%
Worked at Home	4.0%	4.6%	4.5%
Average Travel Time to Work (in min)	32.7	32.7	32.2
2000 Households by Vehicles Available			
Total	3,410	9,742	25,112
None	3.8%	2.7%	2.5%
1	21.0%	20.3%	23.3%
2	48.5%	49.7%	51.0%
3	19.0%	19.3%	16.9%
4	5.7%	5.9%	4.6%
5+	2.1%	2.1%	1.8%
Average Number of Vehicles Available	2.1	2.1	2.0

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	3,420	9,756	25,117
Family Households	74.7%	77.5%	75.6%
Married-couple Family	65.4%	69.5%	67.3%
With Related Children	31.9%	34.8%	34.7%
Other Family (No Spouse)	9.3%	8.0%	8.3%
With Related Children	4.3%	4.0%	4.4%
Nonfamily Households	25.3%	22.5%	24.4%
Householder Living Alone	20.8%	18.4%	20.3%
Householder Not Living Alone	4.5%	4.1%	4.1%
Households with Related Children	36.2%	38.9%	39.1%
Households with Persons 65+	22.2%	19.6%	17.9%
2000 Households by Size			
Total	3,420	9,756	25,117
1 Person Household	20.8%	18.4%	20.3%
2 Person Household	33.5%	33.6%	32.6%
3 Person Household	17.6%	17.7%	17.9%
4 Person Household	18.2%	19.9%	19.3%
5 Person Household	7.4%	7.8%	7.4%
6 Person Household	2.0%	2.0%	2.0%
7+ Person Household	0.5%	0.6%	0.6%
2000 Households by Year Householder Moved In			
Total	3,412	9,742	25,113
Moved in 1999 to March 2000	12.3%	12.2%	14.4%
Moved in 1995 to 1998	32.7%	28.8%	31.5%
Moved in 1990 to 1994	16.3%	19.5%	19.3%
Moved in 1980 to 1989	18.8%	21.8%	18.6%
Moved in 1970 to 1979	10.6%	10.2%	9.0%
Moved in 1969 or Earlier	9.3%	7.4%	7.2%
Median Year Householder Moved In	1993	1993	1994
2000 Housing Units by Units in Structure			
 Total	3,492	9,990	25,770
1, Detached	72.9%	77.0%	70.1%
1, Attached	16.4%	14.0%	16.8%
2	1.1%	1.0%	1.6%
3 or 4	1.5%	1.3%	1.8%
5 to 9	1.7%	1.4%	3.7%
10 to 19	1.8%	2.1%	3.5%
20+	3.2%	1.7%	1.7%
Mobile Home	1.4%	1.7%	0.8%
Other	0.0%	0.0%	0.0%
2000 Housing Units by Year Structure Built			
Total	3,491	9,982	25,784
1999 to March 2000	1.2%	1.5%	3.0%
1995 to 1998	20.5%	11.9%	13.6%
1990 to 1994	6.8%	11.7%	13.6%
1980 to 1989	18.8%	22.3%	25.1%
1970 to 1979	13.4%	17.2%	13.5%
1969 or Earlier	39.4%	35.4%	31.2%
Median Year Structure Built	1978	1978	1982

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



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Top 3 Tapestry Segments			
1.	Wealthy Seaboard Subur	Suburban Splendor	Suburban Splendor
2.	Boomburbs	In Style	Boomburbs
3.	Suburban Splendor	Wealthy Seaboard Subur	Wealthy Seaboard Subur



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 \$	\$12,881,765	\$39,018,949	\$98,776,488
Average Spent	\$3,503.34	\$3,782.37	\$3,718.01
Spending Potential Index	146	158	155
Computers & Accessories: Total \$	\$1,673,793	\$5,085,230	\$12,936,076
Average Spent	\$455.21	\$492.95	\$486.92
Spending Potential Index	207	224	221
Education: Total \$	\$10,360,925	\$31,735,210	\$78,893,408
Average Spent	\$2,817.77	\$3,076.31	\$2,969.60
Spending Potential Index	231	252	243
Entertainment/Recreation: Total \$	\$25,649,802	\$77,903,371	\$196,100,456
Average Spent	\$6,975.74	\$7,551.70	\$7,381.35
Spending Potential Index	216	234	229
Food at Home: Total \$	\$31,472,768	\$95,466,583	\$241,817,618
Average Spent	\$8,559.36	\$9,254.22	\$9,102.18
Spending Potential Index	191	207	203
Food Away from Home: Total \$	\$23,812,966	\$72,221,316	\$183,212,338
Average Spent	\$6,476.19	\$7,000.90	\$6,896.24
Spending Potential Index	201	218	214
Health Care: Total \$	\$26,133,891	\$79,692,815	\$199,070,869
Average Spent	\$7,107.39	\$7,725.17	\$7,493.16
Spending Potential Index	191	207	201
HH Furnishings & Equipment: Total \$	\$14,574,188	\$44,175,253	\$111,216,138
Average Spent	\$3,963.61	\$4,282.21	\$4,186.25
Spending Potential Index	192	208	203
Investments: Total \$	\$15,161,313	\$46,823,346	\$114,336,680
Average Spent	\$4,123.28	\$4,538.91	\$4,303.71
Spending Potential Index	237	261	247
Retail Goods: Total \$	\$178,817,591	\$543,130,303	\$1,370,347,042
Average Spent	\$48,631.38	\$52,649.31	\$51,580.80
Spending Potential Index	196	212	207
Shelter: Total \$	\$128,181,971	\$385,599,056	\$974,311,667
Average Spent	\$34,860.48	\$37,378.74	\$36,673.76
Spending Potential Index	221	237	232
TV/Video/Audio: Total \$	\$8,878,306	\$26,910,595	\$68,331,869
Average Spent	\$2,414.55	\$2,608.63	\$2,572.06
Spending Potential Index	194	210	207
Travel: Total \$	\$16,496,922	\$50,101,833	\$124,838,805
Average Spent	\$4,486.52	\$4,856.71	\$4,699.02
Spending Potential Index	237	257	248
Vehicle Maintenance & Repairs: Total \$	\$6,997,383	\$21,326,275	\$53,804,162
Average Spent	\$1,903.01	\$2,067.30	\$2,025.23
Spending Potential Index	202	219	215

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.