



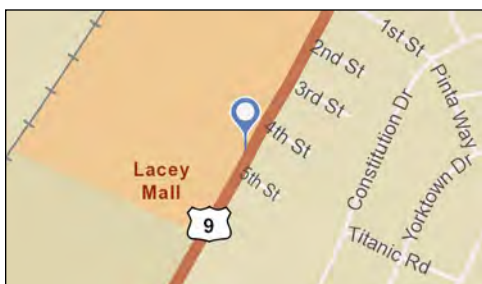
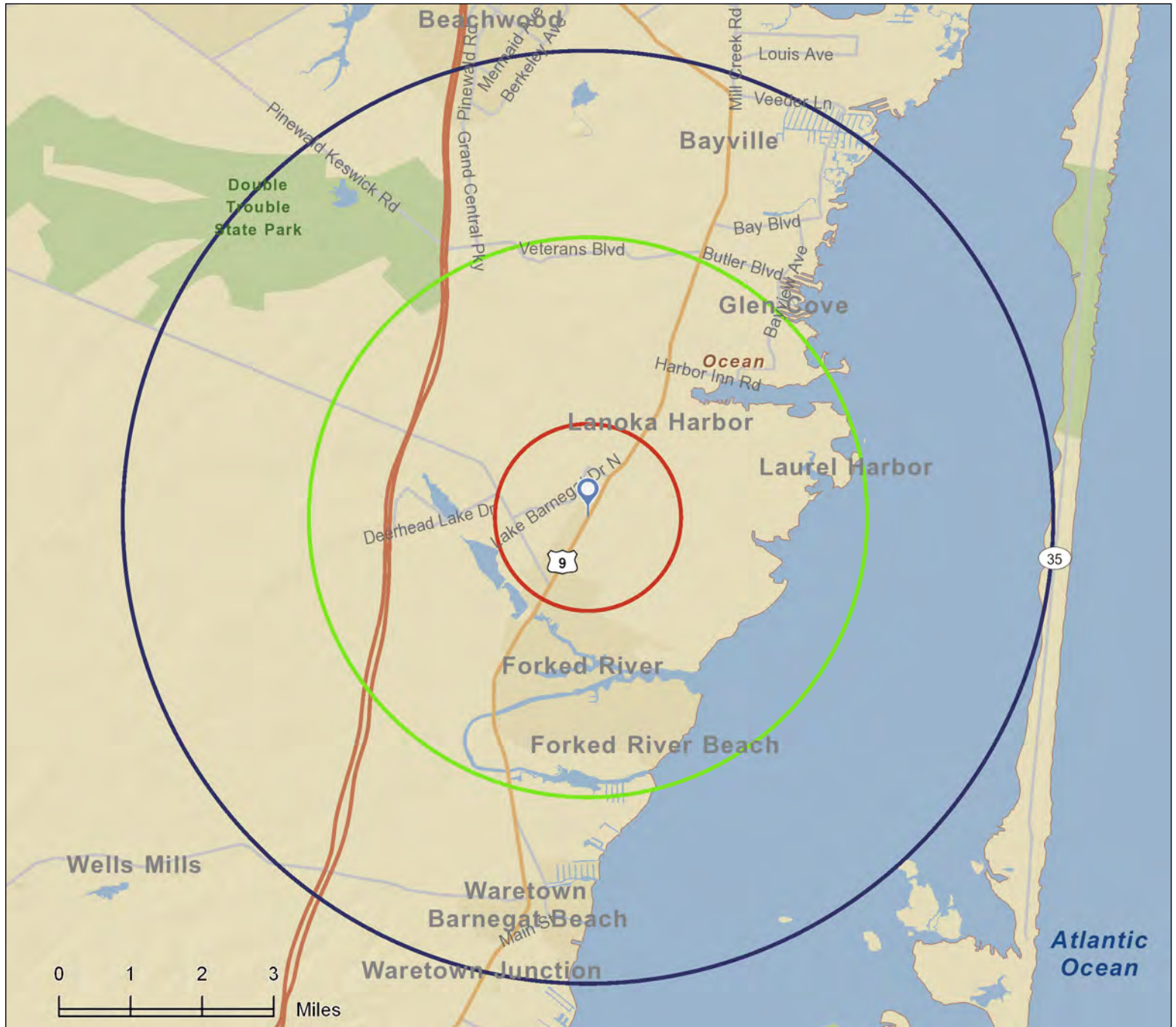
Site Map

344 N Main St, Lanoka Harbor, New Jersey, 08734
Ring: 1, 3, 5 Miles

Prepared by Steve Nussbaum

Latitude: 39.850593

Longitude: -74.183432





2010 Census Profile

344 N Main St, Lanoka Harbor, New Jersey,
Ring: 1 mile radius

Prepared by Steve Nussbaum

Latitude: 39.850593206

Longitude: -74.18343206

	2000	2010	2000-2010 Annual Rate
Population	6,238	6,957	1.10%
Households	2,132	2,363	1.03%
Housing Units	2,231	2,467	1.01%
Population by Race			
Total		6,957	100.0%
Population Reporting One Race		6,881	98.9%
White		6,689	96.1%
Black		40	0.6%
American Indian		5	0.1%
Asian		61	0.9%
Pacific Islander		0	0.0%
Some Other Race		86	1.2%
Population Reporting Two or More Races		76	1.1%
Total Hispanic Population		319	4.6%
Population by Sex			
Male		3,436	49.4%
Female		3,521	50.6%
Population by Age			
Total		6,957	100.0%
Age 0 - 4		387	5.6%
Age 5 - 9		452	6.5%
Age 10 - 14		564	8.1%
Age 15 - 19		526	7.6%
Age 20 - 24		385	5.5%
Age 25 - 29		336	4.8%
Age 30 - 34		347	5.0%
Age 35 - 39		505	7.3%
Age 40 - 44		551	7.9%
Age 45 - 49		610	8.8%
Age 50 - 54		550	7.9%
Age 55 - 59		453	6.5%
Age 60 - 64		393	5.6%
Age 65 - 69		288	4.1%
Age 70 - 74		191	2.7%
Age 75 - 79		169	2.4%
Age 80 - 84		134	1.9%
Age 85+		115	1.7%
Age 18+		5,216	75.0%
Age 65+		897	12.9%
Median Age by Sex and Race/Hispanic Origin			
Total Population		39.8	
Male		38.3	
Female		41.0	
White Alone		40.4	
Black Alone		19.1	
American Indian Alone		60.0	
Asian Alone		37.5	
Pacific Islander Alone		0.0	
Some Other Race Alone		24.0	
Two or More Races		19.3	
Hispanic Population		23.9	

Data Note: Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.



2010 Census Profile

344 N Main St, Lanoka Harbor, New Jersey,
Ring: 1 mile radius

Prepared by Steve Nussbaum

Latitude: 39.850593206

Longitude: -74.18343206

Households by Type

Total	2,363	100.0%
Households with 1 Person	413	17.5%
Households with 2+ People	1,950	82.5%
Family Households	1,833	77.6%
Husband-wife Families	1,482	62.7%
With Own Children	679	28.7%
Other Family (No Spouse Present)	351	14.9%
With Own Children	154	6.5%
Nonfamily Households	117	5.0%
All Households with Children	913	38.6%
Multigenerational Households	122	5.2%
Unmarried Partner Households	146	6.2%
Male-female	122	5.2%
Same-sex	24	1.0%
Average Household Size	2.94	

Family Households by Size

Total	1,833	100.0%
2 People	648	35.4%
3 People	427	23.3%
4 People	449	24.5%
5 People	203	11.1%
6 People	70	3.8%
7+ People	36	2.0%
Average Family Size	3.34	

Nonfamily Households by Size

Total	530	100.0%
1 Person	413	77.9%
2 People	100	18.9%
3 People	13	2.5%
4 People	3	0.6%
5 People	1	0.2%
6 People	0	0.0%
7+ People	0	0.0%
Average Nonfamily Size	1.31	

Population by Relationship and Household Type

Total	6,957	100.0%
In Households	6,940	99.8%
In Family Households	6,247	89.8%
Householder	1,878	27.0%
Spouse	1,521	21.9%
Child	2,447	35.2%
Other relative	270	3.9%
Nonrelative	130	1.9%
In Nonfamily Households	693	10.0%
In Group Quarters	17	0.2%
Institutionalized Population	11	0.2%
Noninstitutionalized Population	7	0.1%

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. **Average family size** excludes nonrelatives.

Source: U.S. Census Bureau, Census 2010 Summary File 1.



2010 Census Profile

344 N Main St, Lanoka Harbor, New Jersey,
Ring: 1 mile radius

Prepared by Steve Nussbaum

Latitude: 39.850593206

Longitude: -74.18343206

Family Households by Age of Householder

Total	1,833	100.0%
Householder Age 15 - 44	632	34.5%
Householder Age 45 - 54	505	27.6%
Householder Age 55 - 64	357	19.5%
Householder Age 65 - 74	206	11.2%
Householder Age 75+	133	7.3%

Nonfamily Households by Age of Householder

Total	531	100.0%
Householder Age 15 - 44	123	23.2%
Householder Age 45 - 54	101	19.0%
Householder Age 55 - 64	99	18.6%
Householder Age 65 - 74	81	15.3%
Householder Age 75+	127	23.9%

Households by Race of Householder

Total	2,363	100.0%
Householder is White Alone	2,303	97.5%
Householder is Black Alone	8	0.3%
Householder is American Indian Alone	2	0.1%
Householder is Asian Alone	18	0.8%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	12	0.5%
Householder is Two or More Races	20	0.8%
Households with Hispanic Householder	60	2.5%

Husband-wife Families by Race of Householder

Total	1,483	100.0%
Householder is White Alone	1,446	97.5%
Householder is Black Alone	4	0.3%
Householder is American Indian Alone	1	0.1%
Householder is Asian Alone	15	1.0%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	8	0.5%
Householder is Two or More Races	9	0.6%
Husband-wife Families with Hispanic Householder	36	2.4%

Other Families (No Spouse) by Race of Householder

Total	350	100.0%
Householder is White Alone	341	97.4%
Householder is Black Alone	1	0.3%
Householder is American Indian Alone	0	0.0%
Householder is Asian Alone	1	0.3%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	3	0.9%
Householder is Two or More Races	4	1.1%
Other Families with Hispanic Householder	13	3.7%

Nonfamily Households by Race of Householder

Total	530	100.0%
Householder is White Alone	515	97.2%
Householder is Black Alone	3	0.6%
Householder is American Indian Alone	1	0.2%
Householder is Asian Alone	2	0.4%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	2	0.4%
Householder is Two or More Races	7	1.3%
Nonfamily Households with Hispanic Householder	11	2.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1.

March 25, 2014



2010 Census Profile

344 N Main St, Lanoka Harbor, New Jersey,
Ring: 1 mile radius

Prepared by Steve Nussbaum

Latitude: 39.850593206

Longitude: -74.18343206

Total Housing Units by Occupancy

Total	2,507	100.0%
Occupied Housing Units	2,363	94.3%
Vacant Housing Units		
For Rent	13	0.5%
Rented, not Occupied	1	0.0%
For Sale Only	30	1.2%
Sold, not Occupied	3	0.1%
For Seasonal/Recreational/Occasional Use	68	2.7%
For Migrant Workers	0	0.0%
Other Vacant	29	1.2%
Total Vacancy Rate	4.2%	

Households by Tenure and Mortgage Status

Total	2,363	100.0%
Owner Occupied	2,093	88.6%
Owned with a Mortgage/Loan	1,645	69.6%
Owned Free and Clear	448	19.0%
Average Household Size	2.95	
Renter Occupied	270	11.4%
Average Household Size	2.83	

Owner-occupied Housing Units by Race of Householder

Total	2,093	100.0%
Householder is White Alone	2,051	98.0%
Householder is Black Alone	7	0.3%
Householder is American Indian Alone	1	0.0%
Householder is Asian Alone	15	0.7%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	4	0.2%
Householder is Two or More Races	15	0.7%
Owner-occupied Housing Units with Hispanic Householder	41	2.0%

Renter-occupied Housing Units by Race of Householder

Total	269	100.0%
Householder is White Alone	251	93.3%
Householder is Black Alone	2	0.7%
Householder is American Indian Alone	1	0.4%
Householder is Asian Alone	2	0.7%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	8	3.0%
Householder is Two or More Races	5	1.9%
Renter-occupied Housing Units with Hispanic Householder	19	7.0%

Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.92
Householder is Black Alone	2.75
Householder is American Indian Alone	1.50
Householder is Asian Alone	3.28
Householder is Pacific Islander Alone	0.00
Householder is Some Other Race Alone	5.33
Householder is Two or More Races	3.15
Householder is Hispanic	4.07

Source: U.S. Census Bureau, Census 2010 Summary File 1.

March 25, 2014



2010 Census Profile

344 N Main St, Lanoka Harbor, New Jersey,
Ring: 3 mile radius

Prepared by Steve Nussbaum

Latitude: 39.850593206

Longitude: -74.18343206

	2000	2010	2000-2010 Annual Rate
Population	28,181	31,303	1.06%
Households	10,311	11,415	1.02%
Housing Units	11,705	12,977	1.04%
Population by Race			
Total		31,302	100.0%
Population Reporting One Race		30,944	98.9%
White		30,045	96.0%
Black		215	0.7%
American Indian		43	0.1%
Asian		280	0.9%
Pacific Islander		6	0.0%
Some Other Race		355	1.1%
Population Reporting Two or More Races		358	1.1%
Total Hispanic Population		1,524	4.9%
Population by Sex			
Male		15,404	49.2%
Female		15,899	50.8%
Population by Age			
Total		31,302	100.0%
Age 0 - 4		1,730	5.5%
Age 5 - 9		1,961	6.3%
Age 10 - 14		2,186	7.0%
Age 15 - 19		2,208	7.1%
Age 20 - 24		1,724	5.5%
Age 25 - 29		1,633	5.2%
Age 30 - 34		1,623	5.2%
Age 35 - 39		2,063	6.6%
Age 40 - 44		2,385	7.6%
Age 45 - 49		2,708	8.7%
Age 50 - 54		2,537	8.1%
Age 55 - 59		2,158	6.9%
Age 60 - 64		1,851	5.9%
Age 65 - 69		1,455	4.6%
Age 70 - 74		1,008	3.2%
Age 75 - 79		792	2.5%
Age 80 - 84		650	2.1%
Age 85+		630	2.0%
Age 18+		24,034	76.8%
Age 65+		4,535	14.5%
Median Age by Sex and Race/Hispanic Origin			
Total Population		41.1	
Male		39.8	
Female		42.3	
White Alone		41.7	
Black Alone		29.0	
American Indian Alone		37.5	
Asian Alone		37.5	
Pacific Islander Alone		30.0	
Some Other Race Alone		25.3	
Two or More Races		19.5	
Hispanic Population		25.3	

Data Note: Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.



2010 Census Profile

344 N Main St, Lanoka Harbor, New Jersey,
Ring: 3 mile radius

Prepared by Steve Nussbaum

Latitude: 39.850593206

Longitude: -74.18343206

Households by Type

Total	11,415	100.0%
Households with 1 Person	2,254	19.7%
Households with 2+ People	9,161	80.3%
Family Households	8,556	75.0%
Husband-wife Families	6,883	60.3%
With Own Children	2,883	25.3%
Other Family (No Spouse Present)	1,672	14.6%
With Own Children	757	6.6%
Nonfamily Households	605	5.3%
All Households with Children	3,981	34.9%
Multigenerational Households	496	4.3%
Unmarried Partner Households	754	6.6%
Male-female	661	5.8%
Same-sex	93	0.8%
Average Household Size	2.73	

Family Households by Size

Total	8,555	100.0%
2 People	3,336	39.0%
3 People	1,996	23.3%
4 People	1,944	22.7%
5 People	864	10.1%
6 People	278	3.3%
7+ People	137	1.6%
Average Family Size	3.15	

Nonfamily Households by Size

Total	2,859	100.0%
1 Person	2,254	78.8%
2 People	516	18.0%
3 People	56	2.0%
4 People	23	0.8%
5 People	6	0.2%
6 People	3	0.1%
7+ People	1	0.0%
Average Nonfamily Size	1.26	

Population by Relationship and Household Type

Total	31,303	100.0%
In Households	31,174	99.6%
In Family Households	27,561	88.0%
Householder	8,571	27.4%
Spouse	6,894	22.0%
Child	10,359	33.1%
Other relative	1,114	3.6%
Nonrelative	621	2.0%
In Nonfamily Households	3,613	11.5%
In Group Quarters	129	0.4%
Institutionalized Population	105	0.3%
Noninstitutionalized Population	24	0.1%

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. Average family size excludes nonrelatives.

Source: U.S. Census Bureau, Census 2010 Summary File 1.



2010 Census Profile

344 N Main St, Lanoka Harbor, New Jersey,
Ring: 3 mile radius

Prepared by Steve Nussbaum

Latitude: 39.850593206

Longitude: -74.18343206

Family Households by Age of Householder

Total	8,556	100.0%
Householder Age 15 - 44	2,821	33.0%
Householder Age 45 - 54	2,320	27.1%
Householder Age 55 - 64	1,739	20.3%
Householder Age 65 - 74	1,049	12.3%
Householder Age 75+	627	7.3%

Nonfamily Households by Age of Householder

Total	2,860	100.0%
Householder Age 15 - 44	669	23.4%
Householder Age 45 - 54	522	18.3%
Householder Age 55 - 64	512	17.9%
Householder Age 65 - 74	446	15.6%
Householder Age 75+	711	24.9%

Households by Race of Householder

Total	11,415	100.0%
Householder is White Alone	11,126	97.5%
Householder is Black Alone	58	0.5%
Householder is American Indian Alone	12	0.1%
Householder is Asian Alone	67	0.6%
Householder is Pacific Islander Alone	2	0.0%
Householder is Some Other Race Alone	64	0.6%
Householder is Two or More Races	86	0.8%
Households with Hispanic Householder	334	2.9%

Husband-wife Families by Race of Householder

Total	6,884	100.0%
Householder is White Alone	6,717	97.6%
Householder is Black Alone	23	0.3%
Householder is American Indian Alone	8	0.1%
Householder is Asian Alone	51	0.7%
Householder is Pacific Islander Alone	2	0.0%
Householder is Some Other Race Alone	41	0.6%
Householder is Two or More Races	42	0.6%
Husband-wife Families with Hispanic Householder	202	2.9%

Other Families (No Spouse) by Race of Householder

Total	1,672	100.0%
Householder is White Alone	1,620	96.9%
Householder is Black Alone	13	0.8%
Householder is American Indian Alone	2	0.1%
Householder is Asian Alone	9	0.5%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	12	0.7%
Householder is Two or More Races	16	1.0%
Other Families with Hispanic Householder	75	4.5%

Nonfamily Households by Race of Householder

Total	2,859	100.0%
Householder is White Alone	2,789	97.6%
Householder is Black Alone	22	0.8%
Householder is American Indian Alone	2	0.1%
Householder is Asian Alone	6	0.2%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	12	0.4%
Householder is Two or More Races	28	1.0%
Nonfamily Households with Hispanic Householder	56	2.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1.

March 25, 2014



2010 Census Profile

344 N Main St, Lanoka Harbor, New Jersey,
Ring: 3 mile radius

Prepared by Steve Nussbaum

Latitude: 39.850593206

Longitude: -74.18343206

Total Housing Units by Occupancy

Total	12,994	100.0%
Occupied Housing Units	11,415	87.8%
Vacant Housing Units		
For Rent	85	0.7%
Rented, not Occupied	8	0.1%
For Sale Only	185	1.4%
Sold, not Occupied	33	0.3%
For Seasonal/Recreational/Occasional Use	1,099	8.5%
For Migrant Workers	0	0.0%
Other Vacant	169	1.3%
Total Vacancy Rate	12.0%	

Households by Tenure and Mortgage Status

Total	11,415	100.0%
Owner Occupied	10,182	89.2%
Owned with a Mortgage/Loan	7,749	67.9%
Owned Free and Clear	2,433	21.3%
Average Household Size	2.72	
Renter Occupied	1,233	10.8%
Average Household Size	2.80	

Owner-occupied Housing Units by Race of Householder

Total	10,182	100.0%
Householder is White Alone	9,972	97.9%
Householder is Black Alone	45	0.4%
Householder is American Indian Alone	9	0.1%
Householder is Asian Alone	56	0.6%
Householder is Pacific Islander Alone	1	0.0%
Householder is Some Other Race Alone	35	0.3%
Householder is Two or More Races	64	0.6%
Owner-occupied Housing Units with Hispanic Householder	239	2.3%

Renter-occupied Housing Units by Race of Householder

Total	1,233	100.0%
Householder is White Alone	1,154	93.6%
Householder is Black Alone	13	1.1%
Householder is American Indian Alone	3	0.2%
Householder is Asian Alone	11	0.9%
Householder is Pacific Islander Alone	1	0.1%
Householder is Some Other Race Alone	29	2.4%
Householder is Two or More Races	22	1.8%
Renter-occupied Housing Units with Hispanic Householder	95	7.7%

Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.71
Householder is Black Alone	2.81
Householder is American Indian Alone	3.50
Householder is Asian Alone	3.49
Householder is Pacific Islander Alone	3.00
Householder is Some Other Race Alone	4.56
Householder is Two or More Races	2.86
Householder is Hispanic	3.69

Source: U.S. Census Bureau, Census 2010 Summary File 1.

March 25, 2014



2010 Census Profile

344 N Main St, Lanoka Harbor, New Jersey,
Ring: 5 mile radius

Prepared by Steve Nussbaum

Latitude: 39.850593206

Longitude: -74.18343206

	2000	2010	2000-2010 Annual Rate
Population	44,324	50,055	1.22%
Households	16,100	18,317	1.30%
Housing Units	18,279	20,867	1.33%
Population by Race			
Total		50,056	100.0%
Population Reporting One Race		49,435	98.8%
White		47,625	95.1%
Black		529	1.1%
American Indian		66	0.1%
Asian		547	1.1%
Pacific Islander		9	0.0%
Some Other Race		659	1.3%
Population Reporting Two or More Races		621	1.2%
Total Hispanic Population		2,699	5.4%
Population by Sex			
Male		24,607	49.2%
Female		25,448	50.8%
Population by Age			
Total		50,055	100.0%
Age 0 - 4		2,751	5.5%
Age 5 - 9		3,096	6.2%
Age 10 - 14		3,319	6.6%
Age 15 - 19		3,374	6.7%
Age 20 - 24		2,751	5.5%
Age 25 - 29		2,591	5.2%
Age 30 - 34		2,687	5.4%
Age 35 - 39		3,284	6.6%
Age 40 - 44		3,761	7.5%
Age 45 - 49		4,168	8.3%
Age 50 - 54		4,022	8.0%
Age 55 - 59		3,369	6.7%
Age 60 - 64		3,167	6.3%
Age 65 - 69		2,547	5.1%
Age 70 - 74		1,762	3.5%
Age 75 - 79		1,353	2.7%
Age 80 - 84		1,050	2.1%
Age 85+		1,002	2.0%
Age 18+		38,789	77.5%
Age 65+		7,714	15.4%
Median Age by Sex and Race/Hispanic Origin			
Total Population		41.6	
Male		40.3	
Female		42.7	
White Alone		42.2	
Black Alone		34.7	
American Indian Alone		38.1	
Asian Alone		38.4	
Pacific Islander Alone		30.0	
Some Other Race Alone		25.8	
Two or More Races		18.1	
Hispanic Population		25.8	

Data Note: Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.



2010 Census Profile

344 N Main St, Lanoka Harbor, New Jersey,
Ring: 5 mile radius

Prepared by Steve Nussbaum

Latitude: 39.850593206

Longitude: -74.18343206

Households by Type

Total	18,317	100.0%
Households with 1 Person	3,751	20.5%
Households with 2+ People	14,566	79.5%
Family Households	13,618	74.3%
Husband-wife Families	10,909	59.6%
With Own Children	4,437	24.2%
Other Family (No Spouse Present)	2,709	14.8%
With Own Children	1,225	6.7%
Nonfamily Households	948	5.2%
All Households with Children	6,222	34.0%
Multigenerational Households	806	4.4%
Unmarried Partner Households	1,194	6.5%
Male-female	1,058	5.8%
Same-sex	136	0.7%
Average Household Size	2.71	

Family Households by Size

Total	13,617	100.0%
2 People	5,448	40.0%
3 People	3,164	23.2%
4 People	2,995	22.0%
5 People	1,346	9.9%
6 People	431	3.2%
7+ People	233	1.7%
Average Family Size	3.14	

Nonfamily Households by Size

Total	4,700	100.0%
1 Person	3,751	79.8%
2 People	808	17.2%
3 People	90	1.9%
4 People	35	0.7%
5 People	10	0.2%
6 People	4	0.1%
7+ People	2	0.0%
Average Nonfamily Size	1.25	

Population by Relationship and Household Type

Total	50,055	100.0%
In Households	49,606	99.1%
In Family Households	43,721	87.3%
Householder	13,684	27.3%
Spouse	10,969	21.9%
Child	16,267	32.5%
Other relative	1,785	3.6%
Nonrelative	1,014	2.0%
In Nonfamily Households	5,885	11.8%
In Group Quarters	449	0.9%
Institutionalized Population	417	0.8%
Noninstitutionalized Population	32	0.1%

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. Average family size excludes nonrelatives.

Source: U.S. Census Bureau, Census 2010 Summary File 1.



2010 Census Profile

344 N Main St, Lanoka Harbor, New Jersey,
Ring: 5 mile radius

Prepared by Steve Nussbaum

Latitude: 39.850593206

Longitude: -74.18343206

Family Households by Age of Householder

Total	13,618	100.0%
Householder Age 15 - 44	4,488	33.0%
Householder Age 45 - 54	3,614	26.5%
Householder Age 55 - 64	2,735	20.1%
Householder Age 65 - 74	1,767	13.0%
Householder Age 75+	1,014	7.4%

Nonfamily Households by Age of Householder

Total	4,699	100.0%
Householder Age 15 - 44	1,075	22.9%
Householder Age 45 - 54	816	17.4%
Householder Age 55 - 64	853	18.2%
Householder Age 65 - 74	800	17.0%
Householder Age 75+	1,155	24.6%

Households by Race of Householder

Total	18,316	100.0%
Householder is White Alone	17,733	96.8%
Householder is Black Alone	149	0.8%
Householder is American Indian Alone	18	0.1%
Householder is Asian Alone	139	0.8%
Householder is Pacific Islander Alone	2	0.0%
Householder is Some Other Race Alone	133	0.7%
Householder is Two or More Races	142	0.8%
Households with Hispanic Householder	619	3.4%

Husband-wife Families by Race of Householder

Total	10,908	100.0%
Householder is White Alone	10,589	97.1%
Householder is Black Alone	54	0.5%
Householder is American Indian Alone	12	0.1%
Householder is Asian Alone	108	1.0%
Householder is Pacific Islander Alone	2	0.0%
Householder is Some Other Race Alone	80	0.7%
Householder is Two or More Races	63	0.6%
Husband-wife Families with Hispanic Householder	371	3.4%

Other Families (No Spouse) by Race of Householder

Total	2,710	100.0%
Householder is White Alone	2,592	95.6%
Householder is Black Alone	39	1.4%
Householder is American Indian Alone	2	0.1%
Householder is Asian Alone	16	0.6%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	28	1.0%
Householder is Two or More Races	33	1.2%
Other Families with Hispanic Householder	131	4.8%

Nonfamily Households by Race of Householder

Total	4,700	100.0%
Householder is White Alone	4,552	96.9%
Householder is Black Alone	56	1.2%
Householder is American Indian Alone	4	0.1%
Householder is Asian Alone	16	0.3%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	26	0.6%
Householder is Two or More Races	46	1.0%
Nonfamily Households with Hispanic Householder	118	2.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1.



2010 Census Profile

344 N Main St, Lanoka Harbor, New Jersey,
Ring: 5 mile radius

Prepared by Steve Nussbaum

Latitude: 39.850593206

Longitude: -74.18343206

Total Housing Units by Occupancy

Total	20,921	100.0%
Occupied Housing Units	18,317	87.6%
Vacant Housing Units		
For Rent	149	0.7%
Rented, not Occupied	11	0.1%
For Sale Only	319	1.5%
Sold, not Occupied	60	0.3%
For Seasonal/Recreational/Occasional Use	1,790	8.6%
For Migrant Workers	0	0.0%
Other Vacant	275	1.3%
Total Vacancy Rate	12.2%	

Households by Tenure and Mortgage Status

Total	18,317	100.0%
Owner Occupied	16,076	87.8%
Owned with a Mortgage/Loan	12,155	66.4%
Owned Free and Clear	3,921	21.4%
Average Household Size	2.72	
Renter Occupied	2,241	12.2%
Average Household Size	2.63	

Owner-occupied Housing Units by Race of Householder

Total	16,076	100.0%
Householder is White Alone	15,678	97.5%
Householder is Black Alone	98	0.6%
Householder is American Indian Alone	14	0.1%
Householder is Asian Alone	119	0.7%
Householder is Pacific Islander Alone	1	0.0%
Householder is Some Other Race Alone	66	0.4%
Householder is Two or More Races	100	0.6%
Owner-occupied Housing Units with Hispanic Householder	431	2.7%

Renter-occupied Housing Units by Race of Householder

Total	2,241	100.0%
Householder is White Alone	2,055	91.7%
Householder is Black Alone	51	2.3%
Householder is American Indian Alone	4	0.2%
Householder is Asian Alone	21	0.9%
Householder is Pacific Islander Alone	1	0.0%
Householder is Some Other Race Alone	67	3.0%
Householder is Two or More Races	42	1.9%
Renter-occupied Housing Units with Hispanic Householder	188	8.4%

Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.69
Householder is Black Alone	2.76
Householder is American Indian Alone	3.28
Householder is Asian Alone	3.37
Householder is Pacific Islander Alone	3.00
Householder is Some Other Race Alone	4.47
Householder is Two or More Races	2.83
Householder is Hispanic	3.66

Source: U.S. Census Bureau, Census 2010 Summary File 1.

March 25, 2014



Executive Summary

344 N Main St, Lanoka Harbor, New Jersey, 08734
Rings: 1, 3, 5 mile radii

Prepared by Steve Nussbaum

Latitude: 39.850593206

Longitude: -74.18343206

	1 mile	3 miles	5 miles
Population			
2000 Population	6,238	28,181	44,324
2010 Population	6,957	31,303	50,055
2013 Population	6,986	31,221	50,183
2018 Population	7,077	31,455	50,827
2000-2010 Annual Rate	1.10%	1.06%	1.22%
2010-2013 Annual Rate	0.13%	-0.08%	0.08%
2013-2018 Annual Rate	0.26%	0.15%	0.26%
2013 Male Population	49.5%	49.3%	49.2%
2013 Female Population	50.5%	50.7%	50.8%
2013 Median Age	40.9	42.0	42.6

In the identified area, the current year population is 50,183. In 2010, the Census count in the area was 50,055. The rate of change since 2010 was 0.08% annually. The five-year projection for the population in the area is 50,827 representing a change of 0.26% annually from 2013 to 2018. Currently, the population is 49.2% male and 50.8% female.

Median Age

The median age in this area is 42.6, compared to U.S. median age of 37.3.

Race and Ethnicity

2013 White Alone	95.6%	95.4%	94.5%
2013 Black Alone	0.6%	0.8%	1.2%
2013 American Indian/Alaska Native Alone	0.1%	0.1%	0.1%
2013 Asian Alone	1.0%	1.0%	1.2%
2013 Pacific Islander Alone	0.0%	0.0%	0.0%
2013 Other Race	1.4%	1.3%	1.5%
2013 Two or More Races	1.3%	1.3%	1.4%
2013 Hispanic Origin (Any Race)	5.3%	5.6%	6.2%

Persons of Hispanic origin represent 6.2% of the population in the identified area compared to 17.4% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 21.0 in the identified area, compared to 62.1 for the U.S. as a whole.

Households

2000 Households	2,132	10,311	16,100
2010 Households	2,363	11,415	18,317
2013 Total Households	2,362	11,326	18,270
2018 Total Households	2,381	11,356	18,416
2000-2010 Annual Rate	1.03%	1.02%	1.30%
2010-2013 Annual Rate	-0.01%	-0.24%	-0.08%
2013-2018 Annual Rate	0.16%	0.05%	0.16%
2013 Average Household Size	2.95	2.75	2.72

The household count in this area has changed from 18,317 in 2010 to 18,270 in the current year, a change of -0.08% annually. The five-year projection of households is 18,416, a change of 0.16% annually from the current year total. Average household size is currently 2.72, compared to 2.71 in the year 2010. The number of families in the current year is 13,529 in the specified area.

Data Note: Income is expressed in current dollars

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

March 25, 2014



Executive Summary

344 N Main St, Lanoka Harbor, New Jersey, 08734
Rings: 1, 3, 5 mile radii

Prepared by Steve Nussbaum

Latitude: 39.850593206

Longitude: -74.18343206

	1 mile	3 miles	5 miles
Median Household Income			
2013 Median Household Income	\$77,784	\$78,241	\$75,878
2018 Median Household Income	\$90,485	\$86,330	\$83,771
2013-2018 Annual Rate	3.07%	1.99%	2.00%
Average Household Income			
2013 Average Household Income	\$99,523	\$93,495	\$90,646
2018 Average Household Income	\$114,350	\$106,152	\$103,153
2013-2018 Annual Rate	2.82%	2.57%	2.62%
Per Capita Income			
2013 Per Capita Income	\$34,549	\$34,079	\$33,363
2018 Per Capita Income	\$39,486	\$38,500	\$37,772
2013-2018 Annual Rate	2.71%	2.47%	2.51%
Households by Income			

Current median household income is \$75,878 in the area, compared to \$51,314 for all U.S. households. Median household income is projected to be \$83,771 in five years, compared to \$59,580 for all U.S. households

Current average household income is \$90,646 in this area, compared to \$71,842 for all U.S. households. Average household income is projected to be \$103,153 in five years, compared to \$83,667 for all U.S. households

Current per capita income is \$33,363 in the area, compared to the U.S. per capita income of \$27,567. The per capita income is projected to be \$37,772 in five years, compared to \$32,073 for all U.S. households

Housing			
2000 Total Housing Units	2,231	11,705	18,279
2000 Owner Occupied Housing Units	1,958	9,323	14,163
2000 Owner Occupied Housing Units	174	988	1,938
2000 Vacant Housing Units	99	1,394	2,178
2010 Total Housing Units	2,467	12,977	20,867
2010 Owner Occupied Housing Units	2,093	10,182	16,076
2010 Renter Occupied Housing Units	270	1,233	2,241
2010 Vacant Housing Units	104	1,562	2,550
2013 Total Housing Units	2,474	13,005	21,008
2013 Owner Occupied Housing Units	2,050	9,909	15,700
2013 Renter Occupied Housing Units	313	1,417	2,570
2013 Vacant Housing Units	112	1,679	2,738
2018 Total Housing Units	2,517	13,149	21,240
2018 Owner Occupied Housing Units	2,084	10,021	15,952
2018 Renter Occupied Housing Units	297	1,334	2,464
2018 Vacant Housing Units	136	1,793	2,824

Currently, 74.7% of the 21,008 housing units in the area are owner occupied; 12.2%, renter occupied; and 13.0% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 11.3% are vacant. In 2010, there were 20,867 housing units in the area - 77.0% owner occupied, 10.7% renter occupied, and 12.2% vacant. The annual rate of change in housing units since 2010 is 0.30%. Median home value in the area is \$242,717, compared to a median home value of \$177,257 for the U.S. In five years, median value is projected to change by 2.38% annually to \$272,982.

Data Note: Income is expressed in current dollars

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

March 25, 2014



Demographic and Income Profile

344 N Main St, Lanoka Harbor, New Jersey, 08734
Ring: 1 mile radius

Prepared by Steve Nussbaum

Latitude: 39.850593206

Longitude: -74.18343206

Summary	Census 2010		2013		2018	
Population	6,957		6,986		7,077	
Households	2,363		2,362		2,381	
Families	1,833		1,826		1,835	
Average Household Size	2.94		2.95		2.97	
Owner Occupied Housing Units	2,093		2,050		2,084	
Renter Occupied Housing Units	270		313		297	
Median Age	39.8		40.9		41.9	
Trends: 2013 - 2018 Annual Rate	Area		State		National	
Population	0.26%		0.32%		0.71%	
Households	0.16%		0.33%		0.74%	
Families	0.10%		0.26%		0.63%	
Owner HHs	0.33%		0.60%		0.94%	
Median Household Income	3.07%		3.25%		3.03%	
Households by Income	2013		2018			
	Number	Percent	Number	Percent		
<\$15,000	51	2.2%	45	1.9%		
\$15,000 - \$24,999	90	3.8%	68	2.9%		
\$25,000 - \$34,999	168	7.1%	115	4.8%		
\$35,000 - \$49,999	231	9.8%	195	8.2%		
\$50,000 - \$74,999	604	25.6%	550	23.1%		
\$75,000 - \$99,999	260	11.0%	320	13.4%		
\$100,000 - \$149,999	592	25.1%	641	26.9%		
\$150,000 - \$199,999	218	9.2%	270	11.3%		
\$200,000+	147	6.2%	178	7.5%		
Median Household Income	\$77,784		\$90,485			
Average Household Income	\$99,523		\$114,350			
Per Capita Income	\$34,549		\$39,486			
Population by Age	Census 2010		2013		2018	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	387	5.6%	372	5.3%	375	5.3%
5 - 9	452	6.5%	434	6.2%	426	6.0%
10 - 14	564	8.1%	513	7.3%	487	6.9%
15 - 19	526	7.6%	518	7.4%	482	6.8%
20 - 24	385	5.5%	400	5.7%	379	5.4%
25 - 34	683	9.8%	745	10.7%	808	11.4%
35 - 44	1,056	15.2%	962	13.8%	868	12.3%
45 - 54	1,160	16.7%	1,141	16.3%	1,124	15.9%
55 - 64	846	12.2%	928	13.3%	1,028	14.5%
65 - 74	479	6.9%	556	8.0%	660	9.3%
75 - 84	303	4.4%	293	4.2%	311	4.4%
85+	115	1.7%	125	1.8%	130	1.8%
Race and Ethnicity	Census 2010		2013		2018	
	Number	Percent	Number	Percent	Number	Percent
White Alone	6,689	96.1%	6,680	95.6%	6,696	94.6%
Black Alone	40	0.6%	44	0.6%	52	0.7%
American Indian Alone	5	0.1%	5	0.1%	5	0.1%
Asian Alone	61	0.9%	70	1.0%	86	1.2%
Pacific Islander Alone	0	0.0%	0	0.0%	0	0.0%
Some Other Race Alone	86	1.2%	99	1.4%	131	1.9%
Two or More Races	76	1.1%	88	1.3%	107	1.5%
Hispanic Origin (Any Race)	319	4.6%	366	5.2%	464	6.6%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018.

March 25, 2014



Demographic and Income Profile

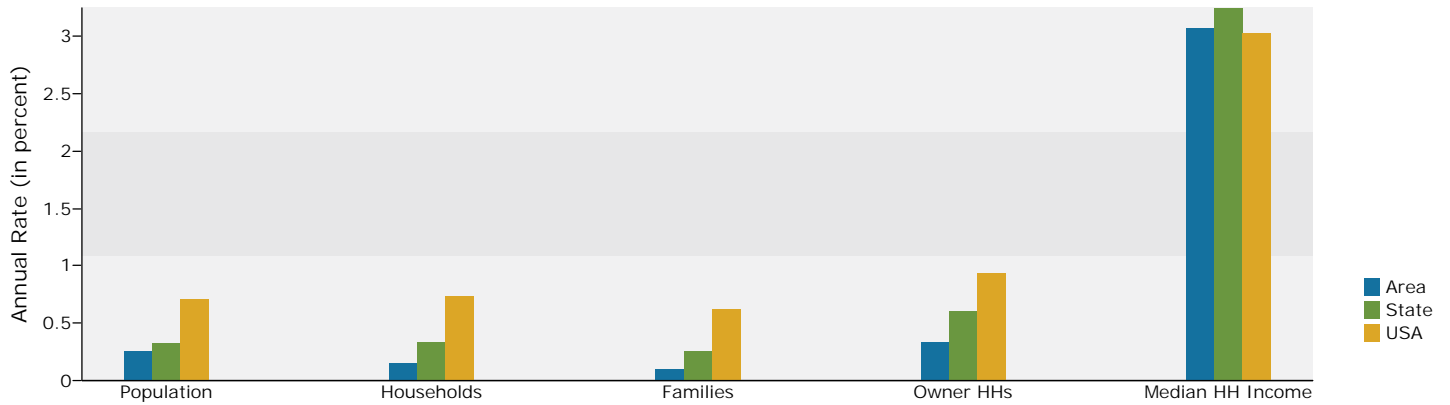
344 N Main St, Lanoka Harbor, New Jersey, 08734
Ring: 1 mile radius

Prepared by Steve Nussbaum

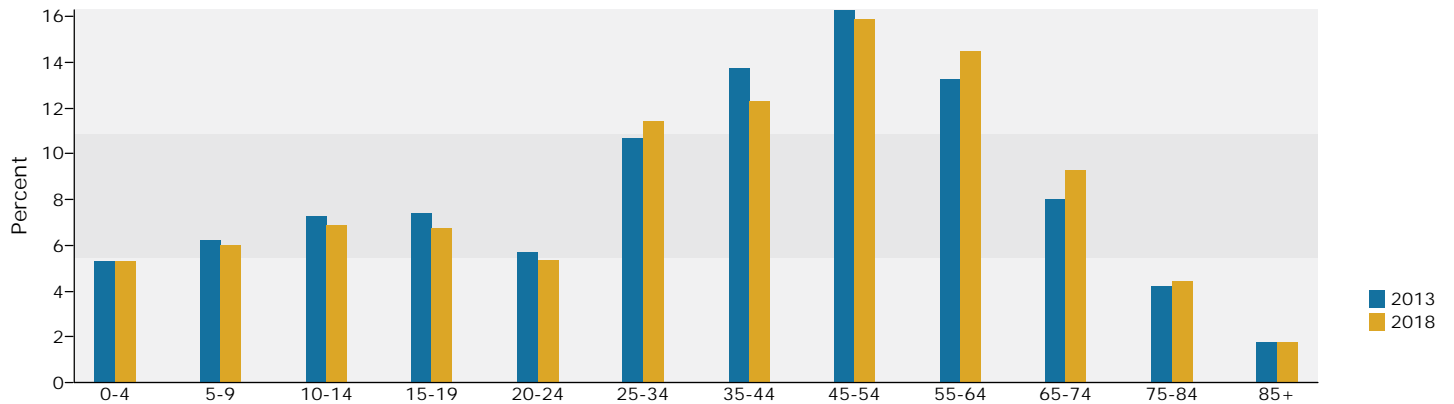
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Longitude: -74.18343206

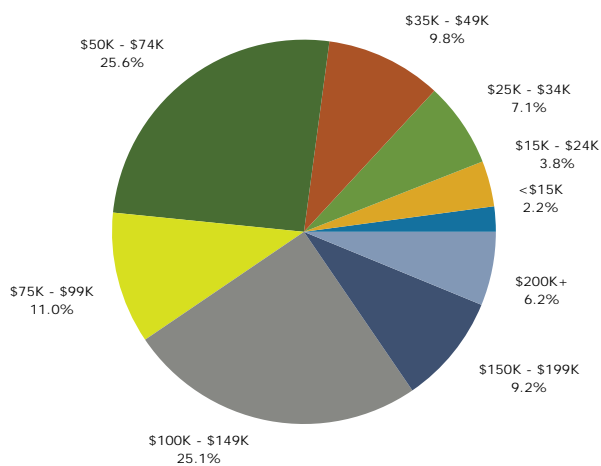
Trends 2013-2018



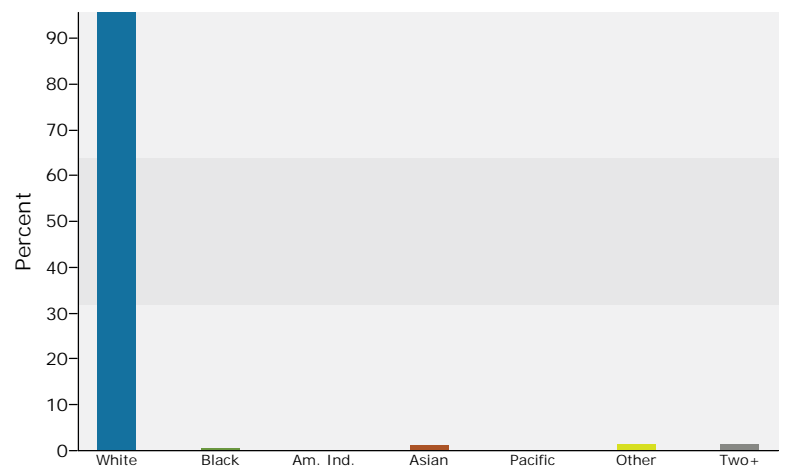
Population by Age



2013 Household Income



2013 Population by Race



2013 Percent Hispanic Origin: 5.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018.

March 25, 2014



Demographic and Income Profile

344 N Main St, Lanoka Harbor, New Jersey, 08734
Ring: 3 mile radius

Prepared by Steve Nussbaum

Latitude: 39.850593206

Longitude: -74.18343206

Summary	Census 2010		2013		2018	
Population	31,303		31,221		31,455	
Households	11,415		11,326		11,356	
Families	8,556		8,459		8,451	
Average Household Size	2.73		2.75		2.76	
Owner Occupied Housing Units	10,182		9,909		10,021	
Renter Occupied Housing Units	1,233		1,417		1,334	
Median Age	41.1		42.0		42.9	
Trends: 2013 - 2018 Annual Rate	Area		State		National	
Population	0.15%		0.32%		0.71%	
Households	0.05%		0.33%		0.74%	
Families	-0.02%		0.26%		0.63%	
Owner HHs	0.23%		0.60%		0.94%	
Median Household Income	1.99%		3.25%		3.03%	
Households by Income	2013		2018			
	Number	Percent	Number	Percent		
<\$15,000	441	3.9%	382	3.4%		
\$15,000 - \$24,999	562	5.0%	423	3.7%		
\$25,000 - \$34,999	735	6.5%	486	4.3%		
\$35,000 - \$49,999	1,186	10.5%	968	8.5%		
\$50,000 - \$74,999	2,410	21.3%	2,134	18.8%		
\$75,000 - \$99,999	1,913	16.9%	2,375	20.9%		
\$100,000 - \$149,999	2,650	23.4%	2,859	25.2%		
\$150,000 - \$199,999	874	7.7%	1,087	9.6%		
\$200,000+	556	4.9%	642	5.7%		
Median Household Income	\$78,241		\$86,330			
Average Household Income	\$93,495		\$106,152			
Per Capita Income	\$34,079		\$38,500			
Population by Age	Census 2010		2013		2018	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,730	5.5%	1,652	5.3%	1,650	5.2%
5 - 9	1,961	6.3%	1,897	6.1%	1,874	6.0%
10 - 14	2,186	7.0%	2,111	6.8%	2,109	6.7%
15 - 19	2,208	7.1%	2,022	6.5%	1,942	6.2%
20 - 24	1,724	5.5%	1,688	5.4%	1,439	4.6%
25 - 34	3,256	10.4%	3,534	11.3%	3,613	11.5%
35 - 44	4,448	14.2%	4,082	13.1%	3,936	12.5%
45 - 54	5,245	16.8%	5,049	16.2%	4,794	15.2%
55 - 64	4,009	12.8%	4,363	14.0%	4,756	15.1%
65 - 74	2,463	7.9%	2,748	8.8%	3,170	10.1%
75 - 84	1,442	4.6%	1,417	4.5%	1,528	4.9%
85+	630	2.0%	658	2.1%	645	2.1%
Race and Ethnicity	Census 2010		2013		2018	
	Number	Percent	Number	Percent	Number	Percent
White Alone	30,045	96.0%	29,794	95.4%	29,709	94.4%
Black Alone	215	0.7%	238	0.8%	279	0.9%
American Indian Alone	43	0.1%	43	0.1%	47	0.1%
Asian Alone	280	0.9%	319	1.0%	387	1.2%
Pacific Islander Alone	6	0.0%	7	0.0%	8	0.0%
Some Other Race Alone	355	1.1%	410	1.3%	530	1.7%
Two or More Races	358	1.1%	410	1.3%	495	1.6%
Hispanic Origin (Any Race)	1,524	4.9%	1,742	5.6%	2,184	6.9%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018.

March 25, 2014



Demographic and Income Profile

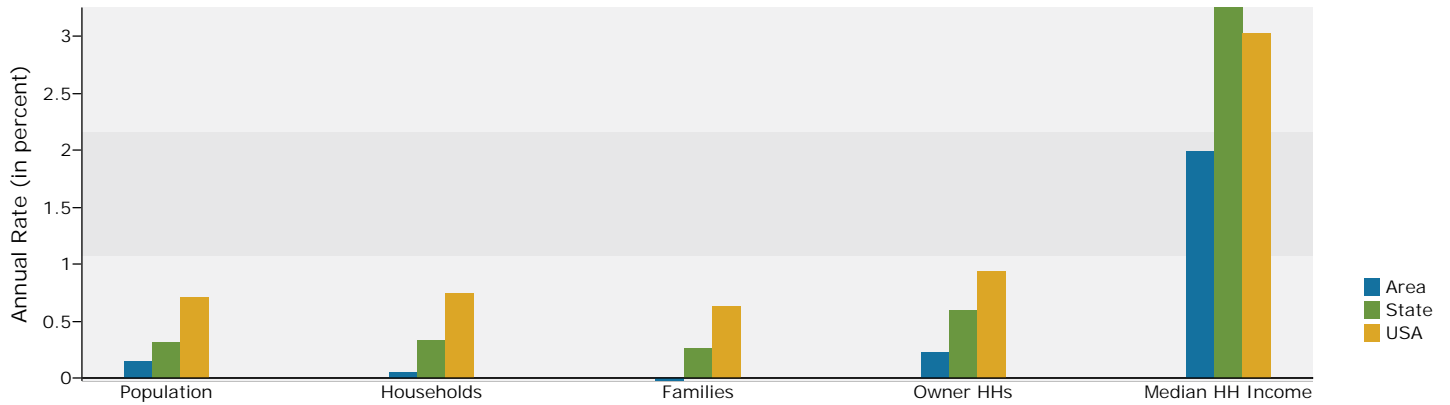
344 N Main St, Lanoka Harbor, New Jersey, 08734
Ring: 3 mile radius

Prepared by Steve Nussbaum

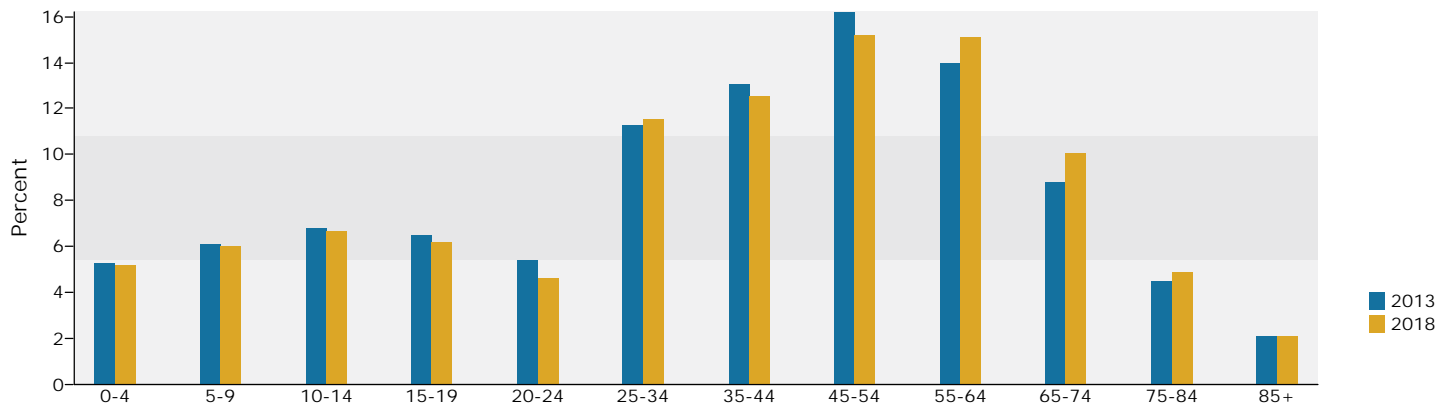
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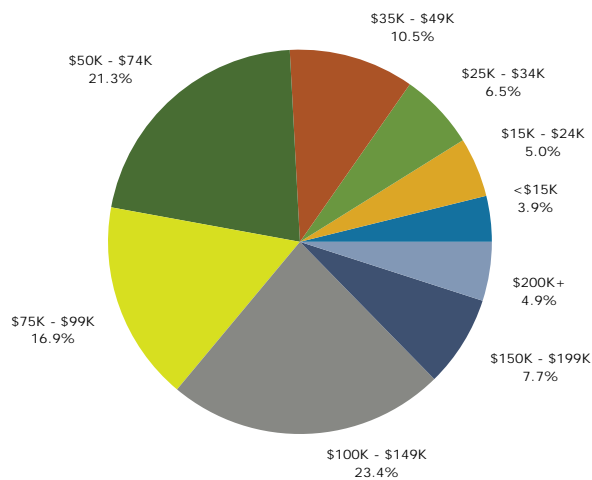
Trends 2013-2018



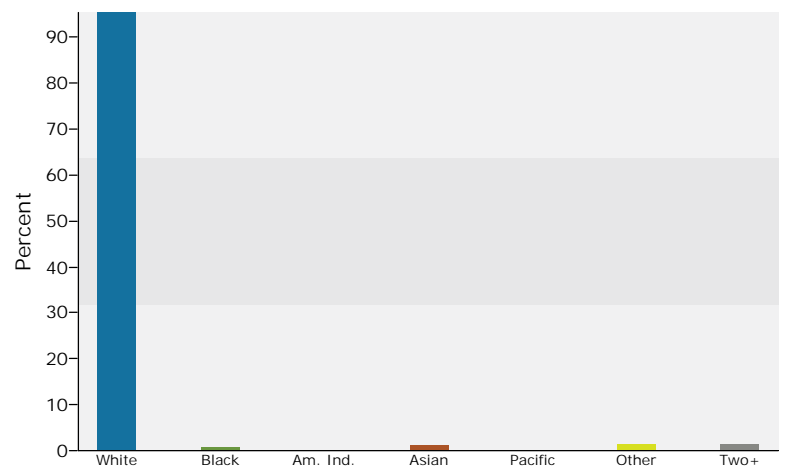
Population by Age



2013 Household Income



2013 Population by Race



2013 Percent Hispanic Origin: 5.6%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018.

March 25, 2014



Demographic and Income Profile

344 N Main St, Lanoka Harbor, New Jersey, 08734
Ring: 5 mile radius

Prepared by Steve Nussbaum

Latitude: 39.850593206

Longitude: -74.18343206

Summary	Census 2010		2013		2018	
Population	50,055		50,183		50,827	
Households	18,317		18,270		18,416	
Families	13,618		13,529		13,581	
Average Household Size	2.71		2.72		2.74	
Owner Occupied Housing Units	16,076		15,700		15,952	
Renter Occupied Housing Units	2,241		2,570		2,464	
Median Age	41.6		42.6		43.8	
Trends: 2013 - 2018 Annual Rate	Area		State		National	
Population	0.26%		0.32%		0.71%	
Households	0.16%		0.33%		0.74%	
Families	0.08%		0.26%		0.63%	
Owner HHs	0.32%		0.60%		0.94%	
Median Household Income	2.00%		3.25%		3.03%	
Households by Income	2013		2018			
	Number	Percent	Number	Percent		
<\$15,000	911	5.0%	827	4.5%		
\$15,000 - \$24,999	833	4.6%	636	3.5%		
\$25,000 - \$34,999	1,295	7.1%	859	4.7%		
\$35,000 - \$49,999	2,033	11.1%	1,678	9.1%		
\$50,000 - \$74,999	3,911	21.4%	3,498	19.0%		
\$75,000 - \$99,999	3,112	17.0%	3,908	21.2%		
\$100,000 - \$149,999	4,000	21.9%	4,344	23.6%		
\$150,000 - \$199,999	1,327	7.3%	1,668	9.1%		
\$200,000+	848	4.6%	998	5.4%		
Median Household Income	\$75,878		\$83,771			
Average Household Income	\$90,646		\$103,153			
Per Capita Income	\$33,363		\$37,772			
Population by Age	Census 2010		2013		2018	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	2,751	5.5%	2,635	5.3%	2,621	5.2%
5 - 9	3,096	6.2%	2,998	6.0%	2,961	5.8%
10 - 14	3,319	6.6%	3,278	6.5%	3,314	6.5%
15 - 19	3,374	6.7%	3,077	6.1%	3,002	5.9%
20 - 24	2,751	5.5%	2,627	5.2%	2,199	4.3%
25 - 34	5,278	10.5%	5,687	11.3%	5,717	11.2%
35 - 44	7,045	14.1%	6,528	13.0%	6,334	12.5%
45 - 54	8,190	16.4%	7,888	15.7%	7,529	14.8%
55 - 64	6,536	13.1%	7,105	14.2%	7,710	15.2%
65 - 74	4,309	8.6%	4,891	9.7%	5,687	11.2%
75 - 84	2,403	4.8%	2,416	4.8%	2,699	5.3%
85+	1,002	2.0%	1,052	2.1%	1,054	2.1%
Race and Ethnicity	Census 2010		2013		2018	
	Number	Percent	Number	Percent	Number	Percent
White Alone	47,625	95.1%	47,418	94.5%	47,449	93.4%
Black Alone	529	1.1%	590	1.2%	687	1.4%
American Indian Alone	66	0.1%	66	0.1%	74	0.1%
Asian Alone	547	1.1%	624	1.2%	756	1.5%
Pacific Islander Alone	9	0.0%	10	0.0%	11	0.0%
Some Other Race Alone	659	1.3%	765	1.5%	990	1.9%
Two or More Races	621	1.2%	712	1.4%	859	1.7%
Hispanic Origin (Any Race)	2,699	5.4%	3,094	6.2%	3,875	7.6%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018.

March 25, 2014



Demographic and Income Profile

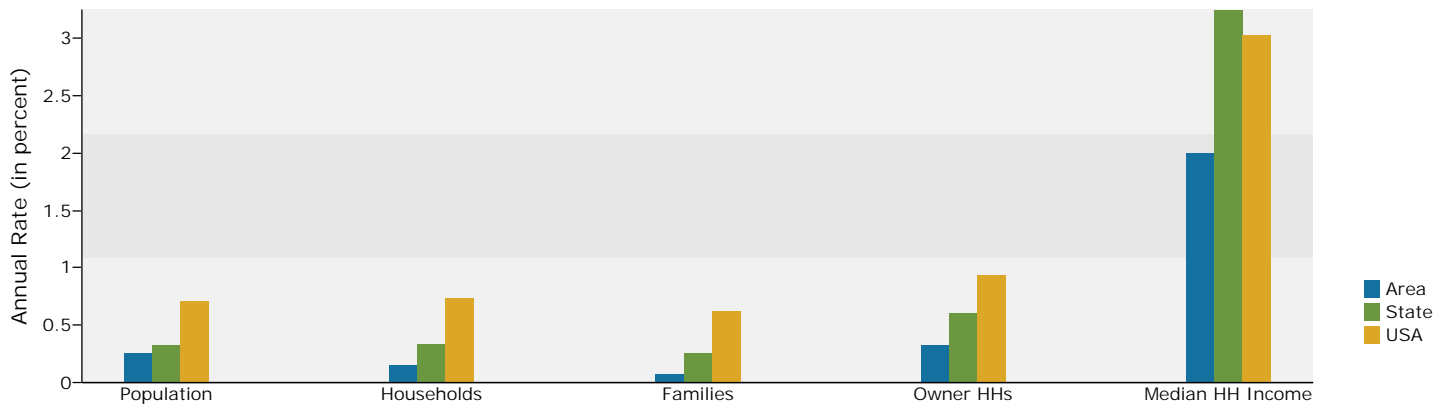
344 N Main St, Lanoka Harbor, New Jersey, 08734
Ring: 5 mile radius

Prepared by Steve Nussbaum

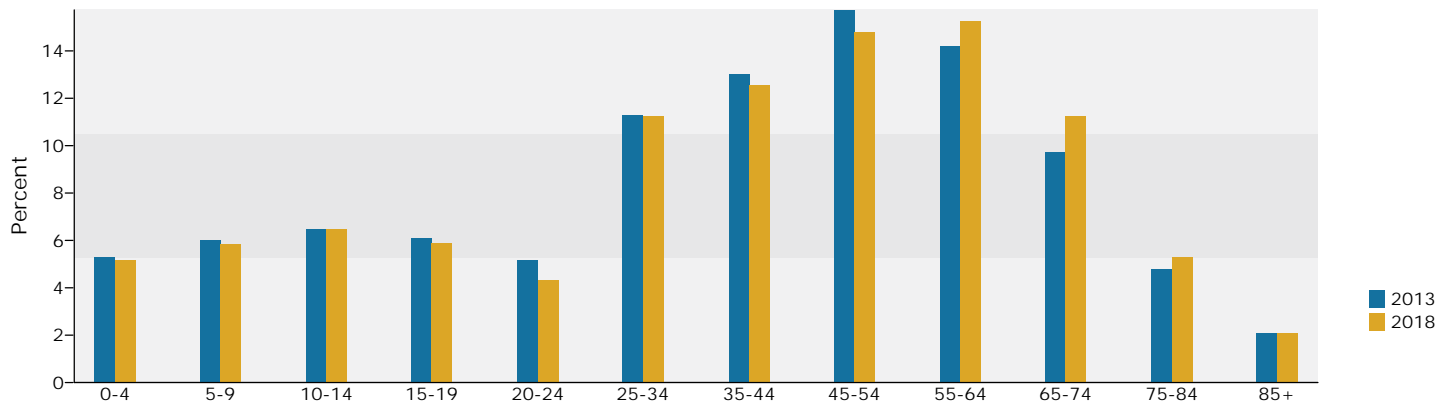
Latitude: 39.850593206

Longitude: -74.18343206

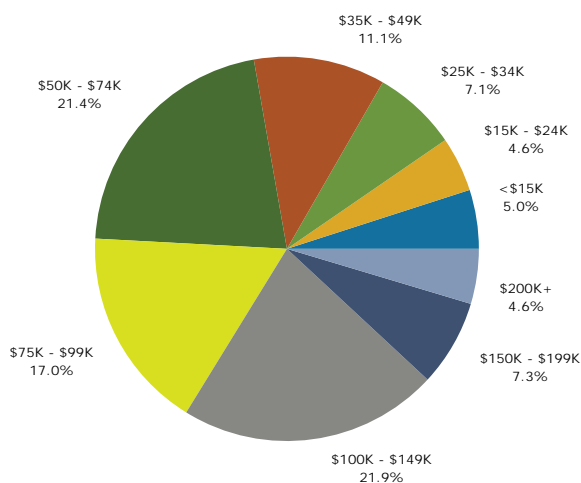
Trends 2013-2018



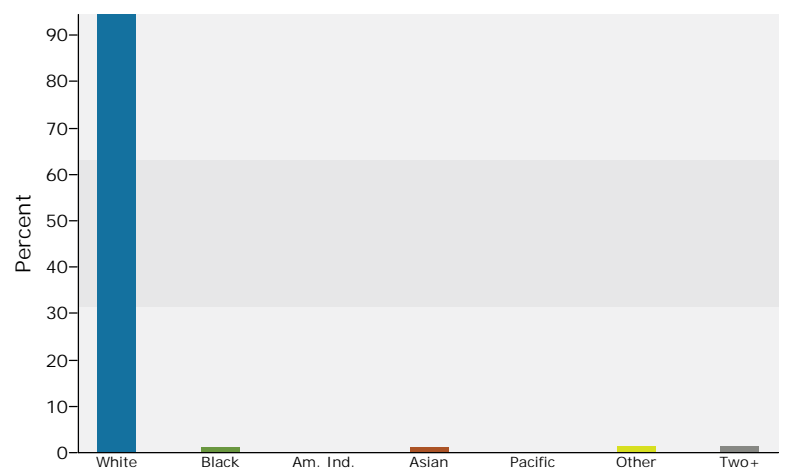
Population by Age



2013 Household Income



2013 Population by Race



2013 Percent Hispanic Origin: 6.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018.

March 25, 2014



Market Profile

344 N Main St, Lanoka Harbor, New Jersey, 08734
Rings: 1, 3, 5 mile radii

Prepared by Steve Nussbaum

Latitude: 39.850593206

Longitude: -74.18343206

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	6,238	28,181	44,324
2010 Total Population	6,957	31,303	50,055
2013 Total Population	6,986	31,221	50,183
2013 Group Quarters	17	129	449
2018 Total Population	7,077	31,455	50,827
2013-2018 Annual Rate	0.26%	0.15%	0.26%
Household Summary			
2000 Households	2,132	10,311	16,100
2000 Average Household Size	2.92	2.73	2.73
2010 Households	2,363	11,415	18,317
2010 Average Household Size	2.94	2.73	2.71
2013 Households	2,362	11,326	18,270
2013 Average Household Size	2.95	2.75	2.72
2018 Households	2,381	11,356	18,416
2018 Average Household Size	2.97	2.76	2.74
2013-2018 Annual Rate	0.16%	0.05%	0.16%
2010 Families	1,833	8,556	13,618
2010 Average Family Size	3.34	3.15	3.14
2013 Families	1,826	8,459	13,529
2013 Average Family Size	3.36	3.17	3.16
2018 Families	1,835	8,451	13,581
2018 Average Family Size	3.38	3.19	3.18
2013-2018 Annual Rate	0.10%	-0.02%	0.08%
Housing Unit Summary			
2000 Housing Units	2,231	11,705	18,279
Owner Occupied Housing Units	87.8%	79.6%	77.5%
Renter Occupied Housing Units	7.8%	8.4%	10.6%
Vacant Housing Units	4.4%	11.9%	11.9%
2010 Housing Units	2,467	12,977	20,867
Owner Occupied Housing Units	84.8%	78.5%	77.0%
Renter Occupied Housing Units	10.9%	9.5%	10.7%
Vacant Housing Units	4.2%	12.0%	12.2%
2013 Housing Units	2,474	13,005	21,008
Owner Occupied Housing Units	82.9%	76.2%	74.7%
Renter Occupied Housing Units	12.7%	10.9%	12.2%
Vacant Housing Units	4.5%	12.9%	13.0%
2018 Housing Units	2,517	13,149	21,240
Owner Occupied Housing Units	82.8%	76.2%	75.1%
Renter Occupied Housing Units	11.8%	10.1%	11.6%
Vacant Housing Units	5.4%	13.6%	13.3%
Median Household Income			
2013	\$77,784	\$78,241	\$75,878
2018	\$90,485	\$86,330	\$83,771
Median Home Value			
2013	\$257,091	\$242,435	\$242,717
2018	\$285,945	\$274,400	\$272,982
Per Capita Income			
2013	\$34,549	\$34,079	\$33,363
2018	\$39,486	\$38,500	\$37,772
Median Age			
2010	39.8	41.1	41.6
2013	40.9	42.0	42.6
2018	41.9	42.9	43.8

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 the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

March 25, 2014



Market Profile

344 N Main St, Lanoka Harbor, New Jersey, 08734
Rings: 1, 3, 5 mile radii

Prepared by Steve Nussbaum

Latitude: 39.850593206

Longitude: -74.18343206

	1 mile	3 miles	5 miles
2013 Households by Income			
Household Income Base	2,362	11,326	18,270
<\$15,000	2.2%	3.9%	5.0%
\$15,000 - \$24,999	3.8%	5.0%	4.6%
\$25,000 - \$34,999	7.1%	6.5%	7.1%
\$35,000 - \$49,999	9.8%	10.5%	11.1%
\$50,000 - \$74,999	25.6%	21.3%	21.4%
\$75,000 - \$99,999	11.0%	16.9%	17.0%
\$100,000 - \$149,999	25.1%	23.4%	21.9%
\$150,000 - \$199,999	9.2%	7.7%	7.3%
\$200,000+	6.2%	4.9%	4.6%
Average Household Income	\$99,523	\$93,495	\$90,646
2018 Households by Income			
Household Income Base	2,381	11,356	18,416
<\$15,000	1.9%	3.4%	4.5%
\$15,000 - \$24,999	2.9%	3.7%	3.5%
\$25,000 - \$34,999	4.8%	4.3%	4.7%
\$35,000 - \$49,999	8.2%	8.5%	9.1%
\$50,000 - \$74,999	23.1%	18.8%	19.0%
\$75,000 - \$99,999	13.4%	20.9%	21.2%
\$100,000 - \$149,999	26.9%	25.2%	23.6%
\$150,000 - \$199,999	11.3%	9.6%	9.1%
\$200,000+	7.5%	5.7%	5.4%
Average Household Income	\$114,350	\$106,152	\$103,153
2013 Owner Occupied Housing Units by Value			
Total	2,050	9,909	15,700
<\$50,000	0.3%	0.3%	0.4%
\$50,000 - \$99,999	1.2%	1.6%	1.6%
\$100,000 - \$149,999	3.7%	6.0%	6.2%
\$150,000 - \$199,999	16.6%	20.5%	20.7%
\$200,000 - \$249,999	25.6%	25.4%	24.8%
\$250,000 - \$299,999	18.5%	15.6%	16.3%
\$300,000 - \$399,999	21.4%	17.4%	18.7%
\$400,000 - \$499,999	9.1%	7.8%	7.0%
\$500,000 - \$749,999	3.1%	4.6%	3.7%
\$750,000 - \$999,999	0.3%	0.6%	0.5%
\$1,000,000 +	0.2%	0.2%	0.2%
Average Home Value	\$283,876	\$277,166	\$272,569
2018 Owner Occupied Housing Units by Value			
Total	2,084	10,021	15,952
<\$50,000	0.5%	0.4%	0.5%
\$50,000 - \$99,999	0.9%	1.2%	1.2%
\$100,000 - \$149,999	1.8%	3.0%	3.1%
\$150,000 - \$199,999	13.8%	16.9%	16.9%
\$200,000 - \$249,999	22.5%	22.4%	22.0%
\$250,000 - \$299,999	14.5%	12.6%	13.5%
\$300,000 - \$399,999	20.7%	17.2%	19.2%
\$400,000 - \$499,999	15.4%	13.7%	12.7%
\$500,000 - \$749,999	8.8%	11.4%	9.6%
\$750,000 - \$999,999	0.9%	1.1%	0.9%
\$1,000,000 +	0.1%	0.1%	0.2%
Average Home Value	\$324,317	\$323,850	\$316,358

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 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

March 25, 2014



Market Profile

344 N Main St, Lanoka Harbor, New Jersey, 08734
Rings: 1, 3, 5 mile radii

Prepared by Steve Nussbaum

Latitude: 39.850593206

Longitude: -74.18343206

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	6,957	31,302	50,055
0 - 4	5.6%	5.5%	5.5%
5 - 9	6.5%	6.3%	6.2%
10 - 14	8.1%	7.0%	6.6%
15 - 24	13.1%	12.6%	12.2%
25 - 34	9.8%	10.4%	10.5%
35 - 44	15.2%	14.2%	14.1%
45 - 54	16.7%	16.8%	16.4%
55 - 64	12.2%	12.8%	13.1%
65 - 74	6.9%	7.9%	8.6%
75 - 84	4.4%	4.6%	4.8%
85 +	1.7%	2.0%	2.0%
18 +	75.0%	76.8%	77.5%
2013 Population by Age			
Total	6,987	31,221	50,182
0 - 4	5.3%	5.3%	5.3%
5 - 9	6.2%	6.1%	6.0%
10 - 14	7.3%	6.8%	6.5%
15 - 24	13.1%	11.9%	11.4%
25 - 34	10.7%	11.3%	11.3%
35 - 44	13.8%	13.1%	13.0%
45 - 54	16.3%	16.2%	15.7%
55 - 64	13.3%	14.0%	14.2%
65 - 74	8.0%	8.8%	9.7%
75 - 84	4.2%	4.5%	4.8%
85 +	1.8%	2.1%	2.1%
18 +	76.4%	77.8%	78.4%
2018 Population by Age			
Total	7,078	31,456	50,827
0 - 4	5.3%	5.2%	5.2%
5 - 9	6.0%	6.0%	5.8%
10 - 14	6.9%	6.7%	6.5%
15 - 24	12.2%	10.7%	10.2%
25 - 34	11.4%	11.5%	11.2%
35 - 44	12.3%	12.5%	12.5%
45 - 54	15.9%	15.2%	14.8%
55 - 64	14.5%	15.1%	15.2%
65 - 74	9.3%	10.1%	11.2%
75 - 84	4.4%	4.9%	5.3%
85 +	1.8%	2.1%	2.1%
18 +	77.5%	78.2%	78.8%
2010 Population by Sex			
Males	3,436	15,404	24,607
Females	3,521	15,899	25,448
2013 Population by Sex			
Males	3,459	15,395	24,682
Females	3,527	15,826	25,501
2018 Population by Sex			
Males	3,522	15,577	25,032
Females	3,555	15,878	25,794

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

March 25, 2014



Market Profile

344 N Main St, Lanoka Harbor, New Jersey, 08734
Rings: 1, 3, 5 mile radii

Prepared by Steve Nussbaum

Latitude: 39.850593206

Longitude: -74.18343206

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	6,957	31,302	50,056
White Alone	96.1%	96.0%	95.1%
Black Alone	0.6%	0.7%	1.1%
American Indian Alone	0.1%	0.1%	0.1%
Asian Alone	0.9%	0.9%	1.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.2%	1.1%	1.3%
Two or More Races	1.1%	1.1%	1.2%
Hispanic Origin	4.6%	4.9%	5.4%
Diversity Index	15.6	16.4	18.7
2013 Population by Race/Ethnicity			
Total	6,986	31,221	50,185
White Alone	95.6%	95.4%	94.5%
Black Alone	0.6%	0.8%	1.2%
American Indian Alone	0.1%	0.1%	0.1%
Asian Alone	1.0%	1.0%	1.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.4%	1.3%	1.5%
Two or More Races	1.3%	1.3%	1.4%
Hispanic Origin	5.3%	5.6%	6.2%
Diversity Index	17.7	18.5	21.0
2018 Population by Race/Ethnicity			
Total	7,077	31,455	50,826
White Alone	94.6%	94.4%	93.4%
Black Alone	0.7%	0.9%	1.4%
American Indian Alone	0.1%	0.1%	0.1%
Asian Alone	1.2%	1.2%	1.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.9%	1.7%	1.9%
Two or More Races	1.5%	1.6%	1.7%
Hispanic Origin	6.6%	6.9%	7.6%
Diversity Index	21.4	22.3	25.1
2010 Population by Relationship and Household Type			
Total	6,957	31,303	50,055
In Households	99.8%	99.6%	99.1%
In Family Households	89.8%	88.0%	87.3%
Householder	27.0%	27.4%	27.3%
Spouse	21.9%	22.0%	21.9%
Child	35.2%	33.1%	32.5%
Other relative	3.9%	3.6%	3.6%
Nonrelative	1.9%	2.0%	2.0%
In Nonfamily Households	10.0%	11.5%	11.8%
In Group Quarters	0.2%	0.4%	0.9%
Institutionalized Population	0.2%	0.3%	0.8%
Noninstitutionalized Population	0.1%	0.1%	0.1%

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 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

March 25, 2014



Market Profile

344 N Main St, Lanoka Harbor, New Jersey, 08734
Rings: 1, 3, 5 mile radii

Prepared by Steve Nussbaum

Latitude: 39.850593206

Longitude: -74.18343206

	1 mile	3 miles	5 miles
2013 Population 25+ by Educational Attainment			
Total	4,749	21,851	35,566
Less than 9th Grade	0.9%	0.9%	1.5%
9th - 12th Grade, No Diploma	5.4%	6.0%	6.6%
High School Graduate	36.5%	40.4%	41.1%
Some College, No Degree	21.8%	21.7%	21.0%
Associate Degree	9.9%	7.7%	7.5%
Bachelor's Degree	18.7%	16.9%	16.3%
Graduate/Professional Degree	6.8%	6.3%	6.0%
2013 Population 15+ by Marital Status			
Total	5,667	25,562	41,272
Never Married	28.3%	26.5%	25.7%
Married	56.1%	57.6%	58.2%
Widowed	7.0%	7.3%	7.4%
Divorced	8.5%	8.6%	8.8%
2013 Civilian Population 16+ in Labor Force			
Civilian Employed	89.8%	88.7%	88.9%
Civilian Unemployed	10.2%	11.3%	11.1%
2013 Employed Population 16+ by Industry			
Total	3,338	15,288	24,380
Agriculture/Mining	1.6%	0.5%	0.4%
Construction	6.1%	8.5%	8.8%
Manufacturing	5.3%	5.9%	5.9%
Wholesale Trade	3.8%	2.6%	3.2%
Retail Trade	19.0%	17.5%	16.9%
Transportation/Utilities	8.2%	7.4%	6.6%
Information	1.5%	1.5%	2.0%
Finance/Insurance/Real Estate	3.0%	5.4%	5.4%
Services	44.6%	43.9%	44.0%
Public Administration	6.9%	6.8%	6.9%
2013 Employed Population 16+ by Occupation			
Total	3,336	15,287	24,380
White Collar	59.9%	57.6%	57.5%
Management/Business/Financial	12.6%	11.1%	11.4%
Professional	20.4%	18.2%	18.1%
Sales	13.0%	12.6%	12.0%
Administrative Support	13.9%	15.8%	16.0%
Services	20.6%	19.0%	19.5%
Blue Collar	19.4%	23.4%	23.0%
Farming/Forestry/Fishing	1.7%	0.4%	0.2%
Construction/Extraction	5.1%	7.2%	7.0%
Installation/Maintenance/Repair	4.0%	5.7%	5.3%
Production	3.1%	4.3%	3.8%
Transportation/Material Moving	5.5%	5.9%	6.6%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

March 25, 2014



Market Profile

344 N Main St, Lanoka Harbor, New Jersey, 08734
Rings: 1, 3, 5 mile radii

Prepared by Steve Nussbaum

Latitude: 39.850593206

Longitude: -74.18343206

	1 mile	3 miles	5 miles
2010 Households by Type			
Total	2,363	11,415	18,317
Households with 1 Person	17.5%	19.7%	20.5%
Households with 2+ People	82.5%	80.3%	79.5%
Family Households	77.6%	75.0%	74.3%
Husband-wife Families	62.7%	60.3%	59.6%
With Related Children	30.2%	26.6%	25.6%
Other Family (No Spouse Present)	14.9%	14.6%	14.8%
Other Family with Male Householder	4.3%	4.6%	4.7%
With Related Children	2.1%	2.3%	2.4%
Other Family with Female Householder	10.6%	10.1%	10.1%
With Related Children	5.9%	5.5%	5.5%
Nonfamily Households	5.0%	5.3%	5.2%
All Households with Children	38.6%	34.9%	34.0%
Multigenerational Households	5.2%	4.3%	4.4%
Unmarried Partner Households	6.2%	6.6%	6.5%
Male-female	5.2%	5.8%	5.8%
Same-sex	1.0%	0.8%	0.7%
2010 Households by Size			
Total	2,363	11,414	18,317
1 Person Household	17.5%	19.7%	20.5%
2 Person Household	31.7%	33.7%	34.2%
3 Person Household	18.6%	18.0%	17.8%
4 Person Household	19.1%	17.2%	16.5%
5 Person Household	8.6%	7.6%	7.4%
6 Person Household	3.0%	2.5%	2.4%
7 + Person Household	1.5%	1.2%	1.3%
2010 Households by Tenure and Mortgage Status			
Total	2,363	11,415	18,317
Owner Occupied	88.6%	89.2%	87.8%
Owned with a Mortgage/Loan	69.6%	67.9%	66.4%
Owned Free and Clear	19.0%	21.3%	21.4%
Renter Occupied	11.4%	10.8%	12.2%

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

March 25, 2014



Market Profile

344 N Main St, Lanoka Harbor, New Jersey, 08734
Rings: 1, 3, 5 mile radii

Prepared by Steve Nussbaum

Latitude: 39.850593206

Longitude: -74.18343206

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Pleasant-Ville	Sophisticated Squires	Sophisticated Squires
2.	Cozy and Comfortable	Pleasant-Ville	Cozy and Comfortable
3.	Suburban Splendor	Rural Resort Dwellers	Green Acres
2013 Consumer Spending			
Apparel & Services: Total \$	\$4,901,768	\$21,677,770	\$34,038,511
Average Spent	\$2,075.26	\$1,913.98	\$1,863.08
Spending Potential Index	92	85	82
Computers & Accessories: Total \$	\$817,970	\$3,621,784	\$5,670,807
Average Spent	\$346.27	\$319.77	\$310.39
Spending Potential Index	139	129	125
Education: Total \$	\$5,263,457	\$22,115,763	\$34,536,906
Average Spent	\$2,228.39	\$1,952.65	\$1,890.36
Spending Potential Index	153	134	130
Entertainment/Recreation: Total \$	\$11,088,940	\$50,401,944	\$78,681,899
Average Spent	\$4,694.72	\$4,450.11	\$4,306.62
Spending Potential Index	144	137	132
Food at Home: Total \$	\$15,730,967	\$72,643,144	\$113,481,299
Average Spent	\$6,660.02	\$6,413.84	\$6,211.35
Spending Potential Index	132	127	123
Food Away from Home: Total \$	\$10,175,285	\$45,654,711	\$71,569,260
Average Spent	\$4,307.91	\$4,030.97	\$3,917.31
Spending Potential Index	135	126	123
Health Care: Total \$	\$14,814,245	\$69,247,734	\$108,384,633
Average Spent	\$6,271.91	\$6,114.05	\$5,932.38
Spending Potential Index	141	137	133
HH Furnishings & Equipment: Total \$	\$5,218,832	\$23,713,989	\$37,062,465
Average Spent	\$2,209.50	\$2,093.77	\$2,028.60
Spending Potential Index	123	116	113
Investments: Total \$	\$7,816,491	\$32,737,211	\$51,644,981
Average Spent	\$3,309.27	\$2,890.45	\$2,826.76
Spending Potential Index	160	139	136
Retail Goods: Total \$	\$74,517,340	\$344,712,851	\$537,481,511
Average Spent	\$31,548.41	\$30,435.53	\$29,418.80
Spending Potential Index	131	126	122
Shelter: Total \$	\$55,025,432	\$240,216,294	\$376,879,189
Average Spent	\$23,296.12	\$21,209.28	\$20,628.31
Spending Potential Index	143	130	127
TV/Video/Audio: Total \$	\$4,009,561	\$18,493,585	\$28,999,682
Average Spent	\$1,697.53	\$1,632.84	\$1,587.28
Spending Potential Index	132	127	123
Travel: Total \$	\$6,548,236	\$29,013,525	\$45,375,318
Average Spent	\$2,772.33	\$2,561.67	\$2,483.60
Spending Potential Index	151	140	135
Vehicle Maintenance & Repairs: Total \$	\$3,587,884	\$16,360,882	\$25,560,490
Average Spent	\$1,519.00	\$1,444.54	\$1,399.04
Spending Potential Index	139	132	128

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 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

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