2010 Census Profile

75 RT-15, Lafayette, New Jersey, 07848
Ring: 1 mile radius

Lafayette development
Latitude: 41.09452
Longitude: -74.68607

	2000	2010	2000-2010 Annual Rate
Population	303	333	0.95%
Households	117	132	1.21%
Housing Units	129	148	1.38%

Population by Race	Number	Percent
Total	332	100.0%
Population Reporting One Race	327	98.5%
White	318	95.8%
Black	5	1.5%
American Indian	0	0.0%
Asian	2	0.6%
Pacific Islander	0	0.0%
Some Other Race	2	0.6%
Population Reporting Two or More Races	5	1.5%
Total Hispanic Population	17	5.1%

Population by Sex		
Male	163	48.9%
Female	170	51.1%

Population by Age		
Total	332	100.0%
Age 0 - 4	13	3.9%
Age 5 - 9	20	6.0%
Age 10 - 14	26	7.8%
Age 15 - 19	28	8.4%
Age 20 - 24	17	5.1%
Age 25 - 29	13	3.9%
Age 30 - 34	12	3.6%
Age 35 - 39	16	4.8%
Age 40 - 44	29	8.7%
Age 45 - 49	29	8.7%
Age 50 - 54	34	10.2%
Age 55 - 59	30	9.0%
Age 60 - 64	24	7.2%
Age 65 - 69	16	4.8%
Age 70 - 74	10	3.0%
Age 75 - 79	7	2.1%
Age 80 - 84	5	1.5%
Age 85+	4	1.2%
Age 18+	255	76.6%
Age 65+	42	12.6%

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.

March 03, 2020

75 RT-15, Lafayette, New Jersey, 07848
Ring: 1 mile radius

Lafayette development
Latitude: 41.09452
Longitude: -74.68607

Households by Type

Total	132	100.0%
Households with 1 Person	17	12.9%
Households with 2+ People	115	87.1%
Family Households	109	82.6%
Husband-wife Families	92	69.7%
With Own Children	37	28.0%
Other Family (No Spouse Present)	17	12.9%
With Own Children	8	6.1%
Nonfamily Households	6	4.5%
All Households with Children	48	36.4%
Multigenerational Households	5	3.8%
Unmarried Partner Households	7	5.3%
Male-female	5	3.8%
Same-sex	2	1.5%
Average Household Size	2.48	

Family Households by Size

Total	110	100.0%
2 People	43	39.1%
3 People	26	23.6%
4 People	24	21.8%
5 People	12	10.9%
6 People	3	2.7%
7+ People	2	1.8%
Average Family Size	2.71	

Nonfamily Households by Size

Total	23	100.0%
1 Person	17	73.9%
2 People	5	21.7%
3 People	1	4.3%
4 People	0	0.0%
5 People	0	0.0%
6 People	0	0.0%
7+ People	0	0.0%
Average Nonfamily Size	1.13	

Population by Relationship and Household Type

Total	333	100.0%
In Households	328	98.5%
In Family Households	301	90.4%
Householder	94	28.2%
Spouse	80	24.0%
Child	112	33.6%
Other relative	10	3.0%
Nonrelative	6	1.8%
In Nonfamily Households	26	7.8%
In Group Quarters	5	1.5%
Institutionalized Population	1	0.3%
Noninstitutionalized Population	5	1.5%

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

75 RT-15, Lafayette, New Jersey, 07848
Ring: 1 mile radius

Lafayette development
Latitude: 41.09452
Longitude: -74.68607

Family Households by Age of Householder

Total	108	100.0%
Householder Age 15 - 44	25	23.1%
Householder Age 45 - 54	33	30.6%
Householder Age 55 - 64	28	25.9%
Householder Age 65 - 74	15	13.9%
Householder Age 75+	7	6.5%

Nonfamily Households by Age of Householder

Total	22	100.0%
Householder Age 15 - 44	5	22.7%
Householder Age 45 - 54	5	22.7%
Householder Age 55 - 64	5	22.7%
Householder Age 65 - 74	3	13.6%
Householder Age 75+	4	18.2%

Households by Race of Householder

Total	133	100.0%
Householder is White Alone	129	97.0%
Householder is Black Alone	1	0.8%
Householder is American Indian Alone	0	0.0%
Householder is Asian Alone	1	0.8%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	1	0.8%
Householder is Two or More Races	1	0.8%
Households with Hispanic Householder	5	3.8%

Husband-wife Families by Race of Householder

Total	92	100.0%
Householder is White Alone	89	96.7%
Householder is Black Alone	1	1.1%
Householder is American Indian Alone	0	0.0%
Householder is Asian Alone	1	1.1%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	1	1.1%
Householder is Two or More Races	0	0.0%
Husband-wife Families with Hispanic Householder	3	3.3%

Other Families (No Spouse) by Race of Householder

Total	17	100.0%
Householder is White Alone	17	100.0%
Householder is Black Alone	0	0.0%
Householder is American Indian Alone	0	0.0%
Householder is Asian Alone	0	0.0%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	0	0.0%
Householder is Two or More Races	0	0.0%
Other Families with Hispanic Householder	1	5.9%

Nonfamily Households by Race of Householder

Total	23	100.0%
Householder is White Alone	23	100.0%
Householder is Black Alone	0	0.0%
Householder is American Indian Alone	0	0.0%
Householder is Asian Alone	0	0.0%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	0	0.0%
Householder is Two or More Races	0	0.0%
Nonfamily Households with Hispanic Householder	0	0.0%

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

March 03, 2020

75 RT-15, Lafayette, New Jersey, 07848
Ring: 1 mile radius

Lafayette development
Latitude: 41.09452
Longitude: -74.68607

Total Housing Units by Occupancy

Total	138	100.0%
Occupied Housing Units	132	95.7%
Vacant Housing Units		
For Rent	0	0.0%
Rented, not Occupied	0	0.0%
For Sale Only	2	1.4%
Sold, not Occupied	0	0.0%
For Seasonal/Recreational/Occasional Use	2	1.4%
For Migrant Workers	0	0.0%
Other Vacant	2	1.4%
Total Vacancy Rate	10.8%	

Households by Tenure and Mortgage Status

Total	132	100.0%
Owner Occupied	119	90.2%
Owned with a Mortgage/Loan	81	61.4%
Owned Free and Clear	38	28.8%
Average Household Size	2.52	
Renter Occupied	13	9.8%
Average Household Size	2.15	

Owner-occupied Housing Units by Race of Householder

Total	120	100.0%
Householder is White Alone	116	96.7%
Householder is Black Alone	1	0.8%
Householder is American Indian Alone	0	0.0%
Householder is Asian Alone	1	0.8%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	1	0.8%
Householder is Two or More Races	1	0.8%
Owner-occupied Housing Units with Hispanic Householder	4	3.4%

Renter-occupied Housing Units by Race of Householder

Total	13	100.0%
Householder is White Alone	13	100.0%
Householder is Black Alone	0	0.0%
Householder is American Indian Alone	0	0.0%
Householder is Asian Alone	0	0.0%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	0	0.0%
Householder is Two or More Races	0	0.0%
Renter-occupied Housing Units with Hispanic Householder	1	7.7%

Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.46
Householder is Black Alone	2.00
Householder is American Indian Alone	0.00
Householder is Asian Alone	3.00
Householder is Pacific Islander Alone	0.00
Householder is Some Other Race Alone	3.00
Householder is Two or More Races	2.00
Householder is Hispanic	3.00

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

March 03, 2020

2010 Census Profile

75 RT-15, Lafayette, New Jersey, 07848
Ring: 3 mile radius

Lafayette development
Latitude: 41.09452
Longitude: -74.68607

	2000	2010	2000-2010 Annual Rate
Population	4,452	4,961	1.09%
Households	1,616	1,822	1.21%
Housing Units	1,699	1,943	1.35%

Population by Race	Number	Percent
Total	4,961	100.0%
Population Reporting One Race	4,892	98.6%
White	4,666	94.1%
Black	77	1.6%
American Indian	6	0.1%
Asian	98	2.0%
Pacific Islander	1	0.0%
Some Other Race	44	0.9%
Population Reporting Two or More Races	69	1.4%
Total Hispanic Population	252	5.1%

Population by Sex		
Male	2,423	48.8%
Female	2,538	51.2%

Population by Age		
Total	4,963	100.0%
Age 0 - 4	206	4.2%
Age 5 - 9	311	6.3%
Age 10 - 14	365	7.4%
Age 15 - 19	404	8.1%
Age 20 - 24	231	4.7%
Age 25 - 29	194	3.9%
Age 30 - 34	177	3.6%
Age 35 - 39	260	5.2%
Age 40 - 44	406	8.2%
Age 45 - 49	465	9.4%
Age 50 - 54	489	9.9%
Age 55 - 59	415	8.4%
Age 60 - 64	362	7.3%
Age 65 - 69	251	5.1%
Age 70 - 74	160	3.2%
Age 75 - 79	101	2.0%
Age 80 - 84	91	1.8%
Age 85+	72	1.5%
Age 18+	3,811	76.8%
Age 65+	675	13.6%

March 03, 2020

75 RT-15, Lafayette, New Jersey, 07848
Ring: 3 mile radius

Lafayette development
Latitude: 41.09452
Longitude: -74.68607

Households by Type

Total	1,822	100.0%
Households with 1 Person	369	20.3%
Households with 2+ People	1,453	79.7%
Family Households	1,364	74.9%
Husband-wife Families	1,140	62.6%
With Own Children	476	26.1%
Other Family (No Spouse Present)	224	12.3%
With Own Children	109	6.0%
Nonfamily Households	89	4.9%
All Households with Children	621	34.1%
Multigenerational Households	59	3.2%
Unmarried Partner Households	94	5.2%
Male-female	76	4.2%
Same-sex	18	1.0%
Average Household Size	2.69	

Family Households by Size

Total	1,364	100.0%
2 People	545	40.0%
3 People	322	23.6%
4 People	300	22.0%
5 People	149	10.9%
6 People	31	2.3%
7+ People	17	1.2%
Average Family Size	3.13	

Nonfamily Households by Size

Total	458	100.0%
1 Person	369	80.6%
2 People	81	17.7%
3 People	6	1.3%
4 People	0	0.0%
5 People	1	0.2%
6 People	1	0.2%
7+ People	0	0.0%
Average Nonfamily Size	1.22	

Population by Relationship and Household Type

Total	4,961	100.0%
In Households	4,897	98.7%
In Family Households	4,337	87.4%
Householder	1,369	27.6%
Spouse	1,144	23.1%
Child	1,615	32.6%
Other relative	139	2.8%
Nonrelative	70	1.4%
In Nonfamily Households	560	11.3%
In Group Quarters	64	1.3%
Institutionalized Population	20	0.4%
Noninstitutionalized Population	44	0.9%

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.

March 03, 2020

75 RT-15, Lafayette, New Jersey, 07848
Ring: 3 mile radius

Lafayette development
Latitude: 41.09452
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Family Households by Age of Householder

Total	1,363	100.0%
Householder Age 15 - 44	346	25.4%
Householder Age 45 - 54	422	31.0%
Householder Age 55 - 64	337	24.7%
Householder Age 65 - 74	171	12.5%
Householder Age 75+	87	6.4%

Nonfamily Households by Age of Householder

Total	458	100.0%
Householder Age 15 - 44	92	20.1%
Householder Age 45 - 54	92	20.1%
Householder Age 55 - 64	112	24.5%
Householder Age 65 - 74	88	19.2%
Householder Age 75+	74	16.2%

Households by Race of Householder

Total	1,822	100.0%
Householder is White Alone	1,749	96.0%
Householder is Black Alone	15	0.8%
Householder is American Indian Alone	3	0.2%
Householder is Asian Alone	29	1.6%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	12	0.7%
Householder is Two or More Races	14	0.8%
Households with Hispanic Householder	66	3.6%

Husband-wife Families by Race of Householder

Total	1,139	100.0%
Householder is White Alone	1,089	95.6%
Householder is Black Alone	10	0.9%
Householder is American Indian Alone	2	0.2%
Householder is Asian Alone	24	2.1%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	7	0.6%
Householder is Two or More Races	7	0.6%
Husband-wife Families with Hispanic Householder	42	3.7%

Other Families (No Spouse) by Race of Householder

Total	224	100.0%
Householder is White Alone	216	96.4%
Householder is Black Alone	2	0.9%
Householder is American Indian Alone	0	0.0%
Householder is Asian Alone	2	0.9%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	3	1.3%
Householder is Two or More Races	1	0.4%
Other Families with Hispanic Householder	11	4.9%

Nonfamily Households by Race of Householder

Total	459	100.0%
Householder is White Alone	445	96.9%
Householder is Black Alone	3	0.7%
Householder is American Indian Alone	1	0.2%
Householder is Asian Alone	3	0.7%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	2	0.4%
Householder is Two or More Races	5	1.1%
Nonfamily Households with Hispanic Householder	13	2.8%

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

March 03, 2020

2010 Census Profile

75 RT-15, Lafayette, New Jersey, 07848
Ring: 3 mile radius

Lafayette development
Latitude: 41.09452
Longitude: -74.68607

Total Housing Units by Occupancy

Total	1,927	100.0%
Occupied Housing Units	1,822	94.6%
Vacant Housing Units		
For Rent	7	0.4%
Rented, not Occupied	3	0.2%
For Sale Only	20	1.0%
Sold, not Occupied	8	0.4%
For Seasonal/Recreational/Occasional Use	41	2.1%
For Migrant Workers	0	0.0%
Other Vacant	26	1.3%
Total Vacancy Rate	6.2%	

Households by Tenure and Mortgage Status

Total	1,822	100.0%
Owner Occupied	1,630	89.5%
Owned with a Mortgage/Loan	1,129	62.0%
Owned Free and Clear	501	27.5%
Average Household Size	2.72	
Renter Occupied	192	10.5%
Average Household Size	2.41	

Owner-occupied Housing Units by Race of Householder

Total	1,630	100.0%
Householder is White Alone	1,568	96.2%
Householder is Black Alone	13	0.8%
Householder is American Indian Alone	2	0.1%
Householder is Asian Alone	27	1.7%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	10	0.6%
Householder is Two or More Races	10	0.6%
Owner-occupied Housing Units with Hispanic Householder	55	3.4%

Renter-occupied Housing Units by Race of Householder

Total	191	100.0%
Householder is White Alone	181	94.8%
Householder is Black Alone	2	1.0%
Householder is American Indian Alone	1	0.5%
Householder is Asian Alone	2	1.0%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	2	1.0%
Householder is Two or More Races	3	1.6%
Renter-occupied Housing Units with Hispanic Householder	10	5.2%

Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.66
Householder is Black Alone	3.60
Householder is American Indian Alone	2.67
Householder is Asian Alone	3.52
Householder is Pacific Islander Alone	0.00
Householder is Some Other Race Alone	3.58
Householder is Two or More Races	2.43
Householder is Hispanic	3.30

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

March 03, 2020

2010 Census Profile

75 RT-15, Lafayette, New Jersey, 07848
Ring: 5 mile radius

Lafayette development
Latitude: 41.09452
Longitude: -74.68607

	2000	2010	2000-2010 Annual Rate
Population	26,377	28,028	0.61%
Households	9,400	10,084	0.70%
Housing Units	9,851	10,821	0.94%

Population by Race	Number	Percent
Total	28,028	100.0%
Population Reporting One Race	27,547	98.3%
White	25,522	91.1%
Black	724	2.6%
American Indian	63	0.2%
Asian	712	2.5%
Pacific Islander	9	0.0%
Some Other Race	517	1.8%
Population Reporting Two or More Races	481	1.7%
Total Hispanic Population	2,099	7.5%

Population by Sex		
Male	13,727	49.0%
Female	14,301	51.0%

Population by Age		
Total	28,028	100.0%
Age 0 - 4	1,467	5.2%
Age 5 - 9	1,747	6.2%
Age 10 - 14	2,080	7.4%
Age 15 - 19	2,090	7.5%
Age 20 - 24	1,337	4.8%
Age 25 - 29	1,235	4.4%
Age 30 - 34	1,233	4.4%
Age 35 - 39	1,595	5.7%
Age 40 - 44	2,240	8.0%
Age 45 - 49	2,568	9.2%
Age 50 - 54	2,519	9.0%
Age 55 - 59	2,043	7.3%
Age 60 - 64	1,730	6.2%
Age 65 - 69	1,261	4.5%
Age 70 - 74	871	3.1%
Age 75 - 79	656	2.3%
Age 80 - 84	611	2.2%
Age 85+	746	2.7%
Age 18+	21,344	76.2%
Age 65+	4,145	14.8%

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.

March 03, 2020

2010 Census Profile

75 RT-15, Lafayette, New Jersey, 07848
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Lafayette development
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Households by Type

Total	10,083	100.0%
Households with 1 Person	2,494	24.7%
Households with 2+ People	7,589	75.3%
Family Households	7,134	70.8%
Husband-wife Families	5,734	56.9%
With Own Children	2,621	26.0%
Other Family (No Spouse Present)	1,400	13.9%
With Own Children	718	7.1%
Nonfamily Households	455	4.5%
All Households with Children	3,568	35.4%
Multigenerational Households	345	3.4%
Unmarried Partner Households	502	5.0%
Male-female	435	4.3%
Same-sex	67	0.7%
Average Household Size	2.67	

Family Households by Size

Total	7,134	100.0%
2 People	2,730	38.3%
3 People	1,693	23.7%
4 People	1,614	22.6%
5 People	775	10.9%
6 People	230	3.2%
7+ People	92	1.3%
Average Family Size	3.20	

Nonfamily Households by Size

Total	2,950	100.0%
1 Person	2,494	84.5%
2 People	376	12.7%
3 People	50	1.7%
4 People	17	0.6%
5 People	7	0.2%
6 People	4	0.1%
7+ People	2	0.1%
Average Nonfamily Size	1.22	

Population by Relationship and Household Type

Total	28,028	100.0%
In Households	26,883	95.9%
In Family Households	23,285	83.1%
Householder	7,240	25.8%
Spouse	5,820	20.8%
Child	8,951	31.9%
Other relative	836	3.0%
Nonrelative	439	1.6%
In Nonfamily Households	3,598	12.8%
In Group Quarters	1,145	4.1%
Institutionalized Population	947	3.4%
Noninstitutionalized Population	197	0.7%

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.

March 03, 2020

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Ring: 5 mile radius

Lafayette development
Latitude: 41.09452
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Family Households by Age of Householder

Total	7,134	100.0%
Householder Age 15 - 44	2,276	31.9%
Householder Age 45 - 54	2,163	30.3%
Householder Age 55 - 64	1,516	21.3%
Householder Age 65 - 74	767	10.8%
Householder Age 75+	412	5.8%

Nonfamily Households by Age of Householder

Total	2,949	100.0%
Householder Age 15 - 44	652	22.1%
Householder Age 45 - 54	540	18.3%
Householder Age 55 - 64	601	20.4%
Householder Age 65 - 74	475	16.1%
Householder Age 75+	681	23.1%

Households by Race of Householder

Total	10,085	100.0%
Householder is White Alone	9,443	93.6%
Householder is Black Alone	176	1.7%
Householder is American Indian Alone	24	0.2%
Householder is Asian Alone	205	2.0%
Householder is Pacific Islander Alone	2	0.0%
Householder is Some Other Race Alone	141	1.4%
Householder is Two or More Races	94	0.9%
Households with Hispanic Householder	556	5.5%

Husband-wife Families by Race of Householder

Total	5,734	100.0%
Householder is White Alone	5,396	94.1%
Householder is Black Alone	78	1.4%
Householder is American Indian Alone	11	0.2%
Householder is Asian Alone	149	2.6%
Householder is Pacific Islander Alone	1	0.0%
Householder is Some Other Race Alone	56	1.0%
Householder is Two or More Races	43	0.7%
Husband-wife Families with Hispanic Householder	303	5.3%

Other Families (No Spouse) by Race of Householder

Total	1,400	100.0%
Householder is White Alone	1,246	89.0%
Householder is Black Alone	57	4.1%
Householder is American Indian Alone	5	0.4%
Householder is Asian Alone	24	1.7%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	45	3.2%
Householder is Two or More Races	23	1.6%
Other Families with Hispanic Householder	128	9.1%

Nonfamily Households by Race of Householder

Total	2,949	100.0%
Householder is White Alone	2,801	95.0%
Householder is Black Alone	40	1.4%
Householder is American Indian Alone	7	0.2%
Householder is Asian Alone	32	1.1%
Householder is Pacific Islander Alone	1	0.0%
Householder is Some Other Race Alone	41	1.4%
Householder is Two or More Races	27	0.9%
Nonfamily Households with Hispanic Householder	125	4.2%

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

March 03, 2020

2010 Census Profile

75 RT-15, Lafayette, New Jersey, 07848
Ring: 5 mile radius

Lafayette development
Latitude: 41.09452
Longitude: -74.68607

Total Housing Units by Occupancy

Total	10,845	100.0%
Occupied Housing Units	10,084	93.0%
Vacant Housing Units		
For Rent	187	1.7%
Rented, not Occupied	13	0.1%
For Sale Only	140	1.3%
Sold, not Occupied	34	0.3%
For Seasonal/Recreational/Occasional Use	168	1.5%
For Migrant Workers	0	0.0%
Other Vacant	219	2.0%
Total Vacancy Rate	6.8%	

Households by Tenure and Mortgage Status

Total	10,084	100.0%
Owner Occupied	7,497	74.3%
Owned with a Mortgage/Loan	5,683	56.4%
Owned Free and Clear	1,814	18.0%
Average Household Size	2.87	
Renter Occupied	2,587	25.7%
Average Household Size	2.07	

Owner-occupied Housing Units by Race of Householder

Total	7,497	100.0%
Householder is White Alone	7,140	95.2%
Householder is Black Alone	87	1.2%
Householder is American Indian Alone	11	0.1%
Householder is Asian Alone	148	2.0%
Householder is Pacific Islander Alone	1	0.0%
Householder is Some Other Race Alone	52	0.7%
Householder is Two or More Races	58	0.8%
Owner-occupied Housing Units with Hispanic Householder	318	4.2%

Renter-occupied Housing Units by Race of Householder

Total	2,587	100.0%
Householder is White Alone	2,303	89.0%
Householder is Black Alone	89	3.4%
Householder is American Indian Alone	12	0.5%
Householder is Asian Alone	57	2.2%
Householder is Pacific Islander Alone	1	0.0%
Householder is Some Other Race Alone	89	3.4%
Householder is Two or More Races	36	1.4%
Renter-occupied Housing Units with Hispanic Householder	238	9.2%

Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.63
Householder is Black Alone	3.08
Householder is American Indian Alone	2.92
Householder is Asian Alone	3.22
Householder is Pacific Islander Alone	2.00
Householder is Some Other Race Alone	3.50
Householder is Two or More Races	2.70
Householder is Hispanic	3.34

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

March 03, 2020

ACS Housing Summary

75 RT-15, Lafayette, New Jersey, 07848
Ring: 1 mile radius

Lafayette development
Latitude: 41.09452
Longitude: -74.68607

	2013-2017 ACS Estimate	Percent	MOE(±)	Reliability
TOTALS				
Total Population	314		169	🟨
Total Households	122		59	🟨
Total Housing Units	150		41	🟨
OWNER-OCCUPIED HOUSING UNITS BY MORTGAGE STATUS				
Total	106	100.0%	64	🟨
Housing units with a mortgage/contract to purchase/similar debt	70	66.0%	64	🟥
Second mortgage only	1	0.9%	7	🟥
Home equity loan only	15	14.2%	29	🟥
Both second mortgage and home equity loan	0	0.0%	0	
No second mortgage and no home equity loan	55	51.9%	60	🟥
Housing units without a mortgage	35	33.0%	57	🟥
AVERAGE VALUE BY MORTGAGE STATUS				
Housing units with a mortgage	$394,503		$515,709	🟥
Housing units without a mortgage	$379,290		$937,213	🟥
OWNER-OCCUPIED HOUSING UNITS BY MORTGAGE STATUS & SELECTED MONTHLY OWNER COSTS				
Total	106	100.0%	64	🟨
With a mortgage: Monthly owner costs as a percentage of household income in past 12 months				
Less than 10.0 percent	10	9.4%	37	🟥
10.0 to 14.9 percent	7	6.6%	25	🟥
15.0 to 19.9 percent	12	11.3%	36	🟥
20.0 to 24.9 percent	9	8.5%	29	🟥
25.0 to 29.9 percent	8	7.5%	22	🟥
30.0 to 34.9 percent	6	5.7%	28	🟥
35.0 to 39.9 percent	4	3.8%	21	🟥
40.0 to 49.9 percent	4	3.8%	15	🟥
50.0 percent or more	9	8.5%	32	🟥
Not computed	0	0.0%	2	
Without a mortgage: Monthly owner costs as a percentage of household income in past 12 months				
Less than 10.0 percent	11	10.4%	31	🟥
10.0 to 14.9 percent	6	5.7%	20	🟥
15.0 to 19.9 percent	7	6.6%	33	🟥
20.0 to 24.9 percent	4	3.8%	16	🟥
25.0 to 29.9 percent	4	3.8%	18	🟥
30.0 to 34.9 percent	2	1.9%	11	🟥
35.0 to 39.9 percent	0	0.0%	0	
40.0 to 49.9 percent	1	0.9%	6	🟥
50.0 percent or more	2	1.9%	13	🟥
Not computed	0	0.0%	0	

Reliability: 🟩 high 🟨 medium 🟥 low

March 03, 2020

ACS Housing Summary

75 RT-15, Lafayette, New Jersey, 07848
Ring: 1 mile radius

Lafayette development
Latitude: 41.09452
Longitude: -74.68607

	2013-2017 ACS Estimate	Percent	MOE(±)	Reliability
RENTER-OCCUPIED HOUSING UNITS BY CONTRACT RENT				
Total	16	100.0%	44	▮
With cash rent	16	100.0%	44	▮
Less than $100	0	0.0%	0	
$100 to $149	0	0.0%	0	
$150 to $199	0	0.0%	0	
$200 to $249	0	0.0%	0	
$250 to $299	0	0.0%	0	
$300 to $349	0	0.0%	0	
$350 to $399	0	0.0%	0	
$400 to $449	0	0.0%	0	
$450 to $499	0	0.0%	0	
$500 to $549	0	0.0%	2	
$550 to $599	0	0.0%	0	
$600 to $649	0	0.0%	0	
$650 to $699	0	0.0%	0	
$700 to $749	2	12.5%	9	▮
$750 to $799	0	0.0%	0	
$800 to $899	0	0.0%	2	
$900 to $999	2	12.5%	14	▮
$1,000 to $1,249	6	37.5%	27	▮
$1,250 to $1,499	4	25.0%	27	▮
$1,500 to $1,999	0	0.0%	0	
$2,000 to $2,499	0	0.0%	0	
$2,500 to $2,999	0	0.0%	3	
$3,000 to $3,499	0	0.0%	0	
$3,500 or more	0	0.0%	0	
No cash rent	0	0.0%	0	
Median Contract Rent	$1,125		N/A	
Average Contract Rent	$1,114		$4,677	▮
RENTER-OCCUPIED HOUSING UNITS BY INCLUSION OF UTILITIES IN RENT				
Total	16	100.0%	44	▮
Pay extra for one or more utilities	16	100.0%	44	▮
No extra payment for any utilities	0	0.0%	0	

Reliability: ▮▮▮ high ▮▮ medium ▮ low

March 03, 2020

ACS Housing Summary

75 RT-15, Lafayette, New Jersey, 07848
Ring: 1 mile radius

Lafayette development
Latitude: 41.09452
Longitude: -74.68607

	2013-2017 ACS Estimate	Percent	MOE(±)	Reliability
RENTER-OCCUPIED HOUSING UNITS BY GROSS RENT				
Total:	16	100.0%	44	▮
With cash rent:	16	100.0%	44	▮
Less than $100	0	0.0%	0	
$100 to $149	0	0.0%	0	
$150 to $199	0	0.0%	0	
$200 to $249	0	0.0%	0	
$250 to $299	0	0.0%	0	
$300 to $349	0	0.0%	0	
$350 to $399	0	0.0%	0	
$400 to $449	0	0.0%	0	
$450 to $499	0	0.0%	0	
$500 to $549	0	0.0%	0	
$550 to $599	0	0.0%	0	
$600 to $649	0	0.0%	0	
$650 to $699	0	0.0%	0	
$700 to $749	0	0.0%	0	
$750 to $799	1	6.2%	6	▮
$800 to $899	0	0.0%	0	
$900 to $999	1	6.2%	7	
$1,000 to $1,249	4	25.0%	19	
$1,250 to $1,499	3	18.8%	17	
$1,500 to $1,999	7	43.8%	36	▮
$2,000 to $2,499	0	0.0%	0	
$2,500 to $2,999	0	0.0%	3	
$3,000 to $3,499	0	0.0%	0	
$3,500 or more	0	0.0%	0	
No cash rent	0	0.0%	0	
Median Gross Rent	$1,417		N/A	▮
Average Gross Rent	$1,366		$5,866	▮

Reliability: ▮▮ high ▮▮ medium ▮ low

March 03, 2020

75 RT-15, Lafayette, New Jersey, 07848
Ring: 1 mile radius

Lafayette development
Latitude: 41.09452
Longitude: -74.68607

	2013-2017 ACS Estimate	Percent	MOE(±)	Reliability
HOUSING UNITS BY UNITS IN STRUCTURE				
Total	150	100.0%	41	🟨
1, detached	138	92.0%	55	🟨
1, attached	1	0.7%	4	🟥
2	6	4.0%	27	🟥
3 or 4	0	0.0%	0	
5 to 9	0	0.0%	0	
10 to 19	2	1.3%	8	🟥
20 to 49	0	0.0%	0	
50 or more	0	0.0%	0	
Mobile home	3	2.0%	20	🟥
Boat, RV, van, etc.	0	0.0%	0	
HOUSING UNITS BY YEAR STRUCTURE BUILT				
Total	150	100.0%	41	🟨
Built 2014 or later	1	0.7%	3	🟥
Built 2010 to 2013	3	2.0%	11	🟥
Built 2000 to 2009	14	9.3%	33	🟥
Built 1990 to 1999	28	18.7%	47	🟥
Built 1980 to 1989	19	12.7%	39	🟥
Built 1970 to 1979	26	17.3%	49	🟥
Built 1960 to 1969	16	10.7%	49	🟥
Built 1950 to 1959	9	6.0%	29	🟥
Built 1940 to 1949	8	5.3%	29	🟥
Built 1939 or earlier	25	16.7%	54	🟥
Median Year Structure Built	1976		N/A	
OCCUPIED HOUSING UNITS BY YEAR HOUSEHOLDER MOVED INTO UNIT				
Total	122	100.0%	59	🟨
Owner occupied				
Moved in 2015 or later	4	3.3%	26	🟥
Moved in 2010 to 2014	12	9.8%	26	🟥
Moved in 2000 to 2009	26	21.3%	43	🟥
Moved in 1990 to 1999	29	23.8%	45	🟥
Moved in 1980 to 1989	12	9.8%	29	🟥
Moved in 1979 or earlier	23	18.9%	47	🟥
Renter occupied				
Moved in 2015 or later	1	0.8%	4	🟥
Moved in 2010 to 2014	6	4.9%	31	🟥
Moved in 2000 to 2009	6	4.9%	27	🟥
Moved in 1990 to 1999	2	1.6%	6	🟥
Moved in 1980 to 1989	0	0.0%	0	
Moved in 1979 or earlier	0	0.0%	2	
Median Year Householder Moved Into Unit	1998		N/A	

March 03, 2020

ACS Housing Summary

75 RT-15, Lafayette, New Jersey, 07848
Ring: 1 mile radius

Lafayette development
Latitude: 41.09452
Longitude: -74.68607

	2013-2017 ACS Estimate	Percent	MOE(±)	Reliability
OCCUPIED HOUSING UNITS BY HOUSE HEATING FUEL				
Total	122	100.0%	59	🟨
Utility gas	7	5.7%	22	🟥
Bottled, tank, or LP gas	16	13.1%	30	🟥
Electricity	11	9.0%	35	🟥
Fuel oil, kerosene, etc.	76	62.3%	70	🟥
Coal or coke	1	0.8%	7	🟥
Wood	8	6.6%	23	🟥
Solar energy	2	1.6%	10	🟥
Other fuel	1	0.8%	7	🟥
No fuel used	0	0.0%	0	
OCCUPIED HOUSING UNITS BY VEHICLES AVAILABLE				
Total	122	100.0%	59	🟨
Owner occupied				
No vehicle available	3	2.5%	11	🟥
1 vehicle available	12	9.8%	39	🟥
2 vehicles available	53	43.4%	66	🟥
3 vehicles available	26	21.3%	50	🟥
4 vehicles available	9	7.4%	24	🟥
5 or more vehicles available	3	2.5%	14	🟥
Renter occupied				
No vehicle available	1	0.8%	5	🟥
1 vehicle available	3	2.5%	12	🟥
2 vehicles available	8	6.6%	33	🟥
3 vehicles available	4	3.3%	26	🟥
4 vehicles available	0	0.0%	0	
5 or more vehicles available	0	0.0%	0	
Average Number of Vehicles Available	2.3		1.8	🟥

Data Note: N/A means not available.

2013-2017 ACS Estimate: The American Community Survey (ACS) replaces census sample data. Esri is releasing the 2013-2017 ACS estimates, five-year period data collected monthly from January 1, 2011 through December 31, 2015. Although the ACS includes many of the subjects previously covered by the decennial census sample, there are significant differences between the two surveys including fundamental differences in survey design and residency rules.

Margin of error (MOE): The MOE is a measure of the variability of the estimate due to sampling error. MOEs enable the data user to measure the range of uncertainty for each estimate with 90 percent confidence. The range of uncertainty is called the confidence interval, and it is calculated by taking the estimate +/- the MOE. For example, if the ACS reports an estimate of 100 with an MOE of +/- 20, then you can be 90 percent certain the value for the whole population falls between 80 and 120.

Reliability: These symbols represent threshold values that Esri has established from the Coefficients of Variation (CV) to designate the usability of the estimates. The CV measures the amount of sampling error relative to the size of the estimate, expressed as a percentage.

🟩 High Reliability: Small CVs (less than or equal to 12 percent) are flagged green to indicate that the sampling error is small relative to the estimate and the estimate is reasonably reliable.

🟨 Medium Reliability: Estimates with CVs between 12 and 40 are flagged yellow-use with caution.

🟥 Low Reliability: Large CVs (over 40 percent) are flagged red to indicate that the sampling error is large relative to the estimate. The estimate is considered very unreliable.

Reliability: 🟩 high 🟨 medium 🟥 low

March 03, 2020

ACS Housing Summary

75 RT-15, Lafayette, New Jersey, 07848
Ring: 3 mile radius

Lafayette development
Latitude: 41.09452
Longitude: -74.68607

	2013-2017 ACS Estimate	Percent	MOE(±)	Reliability
TOTALS				
Total Population	4,837		92	▥
Total Households	1,747		32	▥
Total Housing Units	1,956		28	▥
OWNER-OCCUPIED HOUSING UNITS BY MORTGAGE STATUS				
Total	1,513	100.0%	34	▥
Housing units with a mortgage/contract to purchase/similar debt	1,005	66.4%	31	▥
Second mortgage only	38	2.5%	24	▯
Home equity loan only	172	11.4%	18	▥
Both second mortgage and home equity loan	0	0.0%	0	
No second mortgage and no home equity loan	796	52.6%	30	▥
Housing units without a mortgage	507	33.5%	30	▥
AVERAGE VALUE BY MORTGAGE STATUS				
Housing units with a mortgage	$366,821		$20,518	▥
Housing units without a mortgage	$279,074		$31,309	▥
OWNER-OCCUPIED HOUSING UNITS BY MORTGAGE STATUS & SELECTED MONTHLY OWNER COSTS				
Total	1,513	100.0%	34	▥
With a mortgage: Monthly owner costs as a percentage of household income in past 12 months				
Less than 10.0 percent	76	5.0%	27	▯
10.0 to 14.9 percent	99	6.5%	20	▯
15.0 to 19.9 percent	143	9.5%	21	▥
20.0 to 24.9 percent	138	9.1%	16	▥
25.0 to 29.9 percent	146	9.6%	14	▥
30.0 to 34.9 percent	107	7.1%	17	▥
35.0 to 39.9 percent	58	3.8%	10	▥
40.0 to 49.9 percent	90	5.9%	12	▥
50.0 percent or more	147	9.7%	18	▥
Not computed	3	0.2%	4	▮
Without a mortgage: Monthly owner costs as a percentage of household income in past 12 months				
Less than 10.0 percent	143	9.5%	18	▥
10.0 to 14.9 percent	65	4.3%	11	▥
15.0 to 19.9 percent	93	6.1%	15	▥
20.0 to 24.9 percent	46	3.0%	10	▯
25.0 to 29.9 percent	41	2.7%	13	▯
30.0 to 34.9 percent	24	1.6%	8	▯
35.0 to 39.9 percent	24	1.6%	9	▯
40.0 to 49.9 percent	20	1.3%	8	▯
50.0 percent or more	52	3.4%	11	▯
Not computed	0	0.0%	0	

Reliability: ▥ high ▯ medium ▮ low

March 03, 2020

ACS Housing Summary

75 RT-15, Lafayette, New Jersey, 07848
Ring: 3 mile radius

Lafayette development
Latitude: 41.09452
Longitude: -74.68607

	2013-2017 ACS Estimate	Percent	MOE(±)	Reliability
RENTER-OCCUPIED HOUSING UNITS BY CONTRACT RENT				
Total	234	100.0%	26	
With cash rent	174	74.4%	26	
Less than $100	4	1.7%	8	
$100 to $149	0	0.0%	0	
$150 to $199	4	1.7%	14	
$200 to $249	0	0.0%	0	
$250 to $299	0	0.0%	0	
$300 to $349	0	0.0%	0	
$350 to $399	0	0.0%	0	
$400 to $449	0	0.0%	0	
$450 to $499	0	0.0%	0	
$500 to $549	3	1.3%	5	
$550 to $599	5	2.1%	8	
$600 to $649	4	1.7%	7	
$650 to $699	0	0.0%	0	
$700 to $749	9	3.8%	10	
$750 to $799	0	0.0%	0	
$800 to $899	12	5.1%	32	
$900 to $999	17	7.3%	14	
$1,000 to $1,249	51	21.8%	22	
$1,250 to $1,499	24	10.3%	30	
$1,500 to $1,999	26	11.1%	12	
$2,000 to $2,499	9	3.8%	10	
$2,500 to $2,999	5	2.1%	4	
$3,000 to $3,499	0	0.0%	0	
$3,500 or more	0	0.0%	0	
No cash rent	60	25.6%	25	
Median Contract Rent	$1,140		N/A	
Average Contract Rent	N/A		N/A	
RENTER-OCCUPIED HOUSING UNITS BY INCLUSION OF UTILITIES IN RENT				
Total	234	100.0%	26	
Pay extra for one or more utilities	225	96.2%	25	
No extra payment for any utilities	9	3.8%	10	

ACS Housing Summary

75 RT-15, Lafayette, New Jersey, 07848
Ring: 3 mile radius

Lafayette development
Latitude: 41.09452
Longitude: -74.68607

	2013-2017 ACS Estimate	Percent	MOE(±)	Reliability
RENTER-OCCUPIED HOUSING UNITS BY GROSS RENT				
Total:	234	100.0%	26	▮▮▮
With cash rent:	174	74.4%	26	▮▮▮
Less than $100	0	0.0%	0	
$100 to $149	0	0.0%	0	
$150 to $199	0	0.0%	0	
$200 to $249	0	0.0%	0	
$250 to $299	4	1.7%	14	▮
$300 to $349	0	0.0%	0	
$350 to $399	0	0.0%	0	
$400 to $449	0	0.0%	0	
$450 to $499	0	0.0%	0	
$500 to $549	1	0.4%	13	▮
$550 to $599	0	0.0%	0	
$600 to $649	0	0.0%	0	
$650 to $699	0	0.0%	0	
$700 to $749	0	0.0%	0	
$750 to $799	15	6.4%	7	▮▮
$800 to $899	0	0.0%	0	
$900 to $999	7	3.0%	15	
$1,000 to $1,249	34	14.5%	17	
$1,250 to $1,499	30	12.8%	13	
$1,500 to $1,999	48	20.5%	29	▮▮
$2,000 to $2,499	29	12.4%	13	▮▮
$2,500 to $2,999	3	1.3%	5	▮
$3,000 to $3,499	2	0.9%	8	▮
$3,500 or more	0	0.0%	0	
No cash rent	60	25.6%	25	▮▮
Median Gross Rent	$1,462		N/A	▮
Average Gross Rent	N/A		N/A	▮

ACS Housing Summary

75 RT-15, Lafayette, New Jersey, 07848
Ring: 3 mile radius

Lafayette development
Latitude: 41.09452
Longitude: -74.68607

	2013-2017 ACS Estimate	Percent	MOE(±)	Reliability
HOUSING UNITS BY UNITS IN STRUCTURE				
Total	1,956	100.0%	28	
1, detached	1,397	71.4%	32	
1, attached	248	12.7%	51	
2	44	2.2%	23	
3 or 4	46	2.4%	28	
5 to 9	71	3.6%	40	
10 to 19	13	0.7%	9	
20 to 49	4	0.2%	21	
50 or more	0	0.0%	0	
Mobile home	134	6.9%	29	
Boat, RV, van, etc.	0	0.0%	0	
HOUSING UNITS BY YEAR STRUCTURE BUILT				
Total	1,956	100.0%	28	
Built 2014 or later	3	0.2%	4	
Built 2010 to 2013	27	1.4%	7	
Built 2000 to 2009	215	11.0%	19	
Built 1990 to 1999	391	20.0%	28	
Built 1980 to 1989	416	21.3%	29	
Built 1970 to 1979	367	18.8%	26	
Built 1960 to 1969	146	7.5%	31	
Built 1950 to 1959	109	5.6%	17	
Built 1940 to 1949	82	4.2%	17	
Built 1939 or earlier	200	10.2%	38	
Median Year Structure Built	1982		N/A	
OCCUPIED HOUSING UNITS BY YEAR HOUSEHOLDER MOVED INTO UNIT				
Total	1,747	100.0%	32	
Owner occupied				
Moved in 2015 or later	48	2.7%	16	
Moved in 2010 to 2014	178	10.2%	17	
Moved in 2000 to 2009	568	32.5%	24	
Moved in 1990 to 1999	363	20.8%	25	
Moved in 1980 to 1989	171	9.8%	16	
Moved in 1979 or earlier	184	10.5%	35	
Renter occupied				
Moved in 2015 or later	5	0.3%	5	
Moved in 2010 to 2014	139	8.0%	23	
Moved in 2000 to 2009	52	3.0%	21	
Moved in 1990 to 1999	15	0.9%	10	
Moved in 1980 to 1989	17	1.0%	11	
Moved in 1979 or earlier	7	0.4%	17	
Median Year Householder Moved Into Unit	2002		N/A	

Source: U.S. Census Bureau, 2013-2017 American Community Survey

Reliability: ▦ high ▦ medium ▮ low

March 03, 2020

75 RT-15, Lafayette, New Jersey, 07848
Ring: 3 mile radius

Lafayette development
Latitude: 41.09452
Longitude: -74.68607

	2013-2017 ACS Estimate	Percent	MOE(±)	Reliability
OCCUPIED HOUSING UNITS BY HOUSE HEATING FUEL				
Total	1,747	100.0%	32	🟩
Utility gas	455	26.0%	44	🟩
Bottled, tank, or LP gas	234	13.4%	15	🟩
Electricity	171	9.8%	24	🟩
Fuel oil, kerosene, etc.	792	45.3%	40	🟩
Coal or coke	7	0.4%	11	🟥
Wood	67	3.8%	16	🟨
Solar energy	9	0.5%	11	🟥
Other fuel	12	0.7%	9	🟥
No fuel used	0	0.0%	0	
OCCUPIED HOUSING UNITS BY VEHICLES AVAILABLE				
Total	1,747	100.0%	32	🟩
Owner occupied				
No vehicle available	37	2.1%	8	🟨
1 vehicle available	350	20.0%	36	🟩
2 vehicles available	693	39.7%	33	🟩
3 vehicles available	256	14.7%	31	🟩
4 vehicles available	134	7.7%	13	🟩
5 or more vehicles available	43	2.5%	9	🟨
Renter occupied				
No vehicle available	14	0.8%	6	🟨
1 vehicle available	69	3.9%	19	🟨
2 vehicles available	113	6.5%	22	🟩
3 vehicles available	36	2.1%	21	🟨
4 vehicles available	0	0.0%	5	
5 or more vehicles available	2	0.1%	33	🟥
Average Number of Vehicles Available	N/A		N/A	

Data Note: N/A means not available.

2013-2017 ACS Estimate: The American Community Survey (ACS) replaces census sample data. Esri is releasing the 2013-2017 ACS estimates, five-year period data collected monthly from January 1, 2011 through December 31, 2015. Although the ACS includes many of the subjects previously covered by the decennial census sample, there are significant differences between the two surveys including fundamental differences in survey design and residency rules.

Margin of error (MOE): The MOE is a measure of the variability of the estimate due to sampling error. MOEs enable the data user to measure the range of uncertainty for each estimate with 90 percent confidence. The range of uncertainty is called the confidence interval, and it is calculated by taking the estimate +/- the MOE. For example, if the ACS reports an estimate of 100 with an MOE of +/- 20, then you can be 90 percent certain the value for the whole population falls between 80 and 120.

Reliability: These symbols represent threshold values that Esri has established from the Coefficients of Variation (CV) to designate the usability of the estimates. The CV measures the amount of sampling error relative to the size of the estimate, expressed as a percentage.

🟩 High Reliability: Small CVs (less than or equal to 12 percent) are flagged green to indicate that the sampling error is small relative to the estimate and the estimate is reasonably reliable.

🟨 Medium Reliability: Estimates with CVs between 12 and 40 are flagged yellow-use with caution.

🟥 Low Reliability: Large CVs (over 40 percent) are flagged red to indicate that the sampling error is large relative to the estimate. The estimate is considered very unreliable.

ACS Housing Summary

75 RT-15, Lafayette, New Jersey, 07848
Ring: 5 mile radius

Lafayette development
Latitude: 41.09452
Longitude: -74.68607

	2013-2017 ACS Estimate	Percent	MOE(±)	Reliability
TOTALS				
Total Population	27,858		813	
Total Households	9,986		255	
Total Housing Units	10,950		263	
OWNER-OCCUPIED HOUSING UNITS BY MORTGAGE STATUS				
Total	7,215	100.0%	215	
Housing units with a mortgage/contract to purchase/similar debt	5,232	72.5%	208	
Second mortgage only	117	1.6%	44	
Home equity loan only	888	12.3%	92	
Both second mortgage and home equity loan	8	0.1%	11	
No second mortgage and no home equity loan	4,220	58.5%	206	
Housing units without a mortgage	1,983	27.5%	115	
AVERAGE VALUE BY MORTGAGE STATUS				
Housing units with a mortgage	N/A		N/A	
Housing units without a mortgage	N/A		N/A	
OWNER-OCCUPIED HOUSING UNITS BY MORTGAGE STATUS & SELECTED MONTHLY OWNER COSTS				
Total	7,215	100.0%	215	
With a mortgage: Monthly owner costs as a percentage of household income in past 12 months				
Less than 10.0 percent	285	4.0%	78	
10.0 to 14.9 percent	530	7.3%	87	
15.0 to 19.9 percent	901	12.5%	103	
20.0 to 24.9 percent	917	12.7%	135	
25.0 to 29.9 percent	696	9.6%	86	
30.0 to 34.9 percent	590	8.2%	88	
35.0 to 39.9 percent	303	4.2%	52	
40.0 to 49.9 percent	442	6.1%	68	
50.0 percent or more	560	7.8%	74	
Not computed	9	0.1%	9	
Without a mortgage: Monthly owner costs as a percentage of household income in past 12 months				
Less than 10.0 percent	468	6.5%	57	
10.0 to 14.9 percent	362	5.0%	50	
15.0 to 19.9 percent	357	4.9%	47	
20.0 to 24.9 percent	200	2.8%	38	
25.0 to 29.9 percent	143	2.0%	32	
30.0 to 34.9 percent	120	1.7%	41	
35.0 to 39.9 percent	96	1.3%	30	
40.0 to 49.9 percent	55	0.8%	15	
50.0 percent or more	177	2.5%	36	
Not computed	2	0.0%	10	

Reliability: high medium low

March 03, 2020

ACS Housing Summary

75 RT-15, Lafayette, New Jersey, 07848
Ring: 5 mile radius

Lafayette development
Latitude: 41.09452
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	2013-2017 ACS Estimate	Percent	MOE(±)	Reliability
RENTER-OCCUPIED HOUSING UNITS BY CONTRACT RENT				
Total	2,770	100.0%	213	high
With cash rent	2,529	91.3%	205	high
Less than $100	23	0.8%	19	low
$100 to $149	38	1.4%	22	medium
$150 to $199	10	0.4%	15	low
$200 to $249	37	1.3%	20	medium
$250 to $299	56	2.0%	43	low
$300 to $349	36	1.3%	39	low
$350 to $399	29	1.0%	45	low
$400 to $449	21	0.8%	24	low
$450 to $499	2	0.1%	8	low
$500 to $549	82	3.0%	33	medium
$550 to $599	33	1.2%	32	low
$600 to $649	39	1.4%	20	medium
$650 to $699	67	2.4%	52	low
$700 to $749	61	2.2%	46	low
$750 to $799	80	2.9%	57	low
$800 to $899	344	12.4%	73	medium
$900 to $999	336	12.1%	97	medium
$1,000 to $1,249	541	19.5%	90	high
$1,250 to $1,499	335	12.1%	96	medium
$1,500 to $1,999	270	9.7%	91	medium
$2,000 to $2,499	62	2.2%	25	medium
$2,500 to $2,999	27	1.0%	19	low
$3,000 to $3,499	3	0.1%	13	low
$3,500 or more	0	0.0%	0	
No cash rent	241	8.7%	65	medium
Median Contract Rent	$992		N/A	
Average Contract Rent	N/A		N/A	
RENTER-OCCUPIED HOUSING UNITS BY INCLUSION OF UTILITIES IN RENT				
Total	2,770	100.0%	213	high
Pay extra for one or more utilities	2,211	79.8%	189	high
No extra payment for any utilities	559	20.2%	124	medium

Reliability: high   medium   low

March 03, 2020

ACS Housing Summary

75 RT-15, Lafayette, New Jersey, 07848
Ring: 5 mile radius

Lafayette development
Latitude: 41.09452
Longitude: -74.68607

	2013-2017 ACS Estimate	Percent	MOE(±)	Reliability
RENTER-OCCUPIED HOUSING UNITS BY GROSS RENT				
Total:	2,770	100.0%	213	▮▮▮
With cash rent:	2,529	91.3%	205	▮▮▮
Less than $100	0	0.0%	0	
$100 to $149	40	1.4%	26	▮▮
$150 to $199	6	0.2%	39	▮
$200 to $249	32	1.2%	20	▮▮
$250 to $299	79	2.9%	43	▮▮
$300 to $349	36	1.3%	39	▮
$350 to $399	2	0.1%	9	▮
$400 to $449	10	0.4%	15	▮
$450 to $499	40	1.4%	49	▮
$500 to $549	53	1.9%	31	▮▮
$550 to $599	26	0.9%	29	▮
$600 to $649	32	1.2%	25	▮
$650 to $699	36	1.3%	59	▮
$700 to $749	17	0.6%	20	▮
$750 to $799	54	1.9%	28	▮▮
$800 to $899	179	6.5%	76	▮▮
$900 to $999	225	8.1%	64	
$1,000 to $1,249	684	24.7%	114	
$1,250 to $1,499	298	10.8%	62	
$1,500 to $1,999	464	16.8%	107	▮▮
$2,000 to $2,499	172	6.2%	80	▮▮
$2,500 to $2,999	38	1.4%	24	▮▮
$3,000 to $3,499	7	0.3%	7	▮
$3,500 or more	0	0.0%	0	
No cash rent	241	8.7%	65	▮▮
Median Gross Rent	$1,145		N/A	▮
Average Gross Rent	N/A		N/A	▮

75 RT-15, Lafayette, New Jersey, 07848
Ring: 5 mile radius

Lafayette development
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	2013-2017 ACS Estimate	Percent	MOE(±)	Reliability
HOUSING UNITS BY UNITS IN STRUCTURE				
Total	10,950	100.0%	263	high
1, detached	7,608	69.5%	229	high
1, attached	876	8.0%	122	high
2	500	4.6%	90	high
3 or 4	407	3.7%	89	medium
5 to 9	599	5.5%	125	medium
10 to 19	229	2.1%	49	medium
20 to 49	205	1.9%	76	medium
50 or more	377	3.4%	85	medium
Mobile home	149	1.4%	33	medium
Boat, RV, van, etc.	0	0.0%	0	
HOUSING UNITS BY YEAR STRUCTURE BUILT				
Total	10,950	100.0%	263	high
Built 2014 or later	4	0.0%	4	low
Built 2010 to 2013	98	0.9%	33	medium
Built 2000 to 2009	1,095	10.0%	99	high
Built 1990 to 1999	1,202	11.0%	102	high
Built 1980 to 1989	1,876	17.1%	151	high
Built 1970 to 1979	1,541	14.1%	130	high
Built 1960 to 1969	1,138	10.4%	86	high
Built 1950 to 1959	989	9.0%	108	high
Built 1940 to 1949	582	5.3%	102	high
Built 1939 or earlier	2,425	22.1%	180	high
Median Year Structure Built	1972		N/A	
OCCUPIED HOUSING UNITS BY YEAR HOUSEHOLDER MOVED INTO UNIT				
Total	9,986	100.0%	255	high
Owner occupied				
Moved in 2015 or later	279	2.8%	53	high
Moved in 2010 to 2014	869	8.7%	114	high
Moved in 2000 to 2009	2,848	28.5%	180	high
Moved in 1990 to 1999	1,608	16.1%	110	high
Moved in 1980 to 1989	835	8.4%	93	high
Moved in 1979 or earlier	777	7.8%	71	high
Renter occupied				
Moved in 2015 or later	353	3.5%	95	medium
Moved in 2010 to 2014	1,517	15.2%	169	high
Moved in 2000 to 2009	597	6.0%	126	medium
Moved in 1990 to 1999	162	1.6%	60	medium
Moved in 1980 to 1989	87	0.9%	37	medium
Moved in 1979 or earlier	54	0.5%	23	medium
Median Year Householder Moved Into Unit	2004		N/A	

Reliability: high medium low

March 03, 2020

75 RT-15, Lafayette, New Jersey, 07848
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	2013-2017 ACS Estimate	Percent	MOE(±)	Reliability
OCCUPIED HOUSING UNITS BY HOUSE HEATING FUEL				
Total	9,986	100.0%	255	🟩
Utility gas	2,472	24.8%	203	🟩
Bottled, tank, or LP gas	958	9.6%	89	🟩
Electricity	1,722	17.2%	143	🟩
Fuel oil, kerosene, etc.	4,344	43.5%	193	🟩
Coal or coke	11	0.1%	7	🟨
Wood	258	2.6%	30	🟩
Solar energy	19	0.2%	9	🟨
Other fuel	142	1.4%	42	🟨
No fuel used	60	0.6%	34	🟨
OCCUPIED HOUSING UNITS BY VEHICLES AVAILABLE				
Total	9,986	100.0%	255	🟩
Owner occupied				
No vehicle available	173	1.7%	39	🟨
1 vehicle available	1,453	14.6%	135	🟩
2 vehicles available	3,427	34.3%	189	🟩
3 vehicles available	1,428	14.3%	125	🟩
4 vehicles available	564	5.6%	71	🟩
5 or more vehicles available	171	1.7%	35	🟨
Renter occupied				
No vehicle available	610	6.1%	132	🟨
1 vehicle available	1,236	12.4%	151	🟩
2 vehicles available	679	6.8%	134	🟩
3 vehicles available	181	1.8%	32	🟩
4 vehicles available	24	0.2%	7	🟨
5 or more vehicles available	40	0.4%	17	🟨
Average Number of Vehicles Available	N/A		N/A	

Data Note: N/A means not available.

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Reliability: 🟩 high 🟨 medium 🟥 low

March 03, 2020

75 RT-15, Lafayette, New Jersey, 07848
Ring: 1 mile radius

Lafayette development
Latitude: 41.09452
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	2013 - 2017 ACS Estimate	Percent	MOE(±)	Reliability
TOTALS				
Total Population	314		169	🟨
Total Households	122		59	🟨
Total Housing Units	150		41	🟨
POPULATION AGE 3+ YEARS BY SCHOOL ENROLLMENT				
Total	304	100.0%	162	🟨
Enrolled in school	76	25.0%	97	🟥
Enrolled in nursery school, preschool	4	1.3%	21	🟥
Public school	4	1.3%	21	🟥
Private school	0	0.0%	0	
Enrolled in kindergarten	5	1.6%	27	🟥
Public school	5	1.6%	27	🟥
Private school	0	0.0%	0	
Enrolled in grade 1 to grade 4	12	3.9%	35	🟥
Public school	11	3.6%	32	🟥
Private school	1	0.3%	5	🟥
Enrolled in grade 5 to grade 8	16	5.3%	39	🟥
Public school	13	4.3%	38	🟥
Private school	3	1.0%	15	🟥
Enrolled in grade 9 to grade 12	20	6.6%	50	🟥
Public school	17	5.6%	52	🟥
Private school	3	1.0%	13	🟥
Enrolled in college undergraduate years	16	5.3%	40	🟥
Public school	15	4.9%	40	🟥
Private school	1	0.3%	5	🟥
Enrolled in graduate or professional school	4	1.3%	17	🟥
Public school	2	0.7%	14	🟥
Private school	1	0.3%	6	🟥
Not enrolled in school	228	75.0%	118	🟨
POPULATION AGE 65+ BY RELATIONSHIP AND HOUSEHOLD TYPE				
Total	50	100.0%	65	🟥
Living in Households	49	98.0%	67	🟥
Living in Family Households	39	78.0%	67	🟥
Householder	18	36.0%	36	🟥
Spouse	14	28.0%	34	🟥
Parent	6	12.0%	30	🟥
Parent-in-law	1	2.0%	10	🟥
Other Relative	0	0.0%	0	
Nonrelative	0	0.0%	0	
Living in Nonfamily Households	9	18.0%	32	🟥
Householder	9	18.0%	32	🟥
Nonrelative	1	2.0%	6	🟥
Living in Group Quarters	2	4.0%	11	🟥

Reliability: 🟩 high 🟨 medium 🟥 low

March 03, 2020

ACS Population Summary

75 RT-15, Lafayette, New Jersey, 07848
Ring: 1 mile radius

Lafayette development
Latitude: 41.09452
Longitude: -74.68607

	2013 - 2017 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS BY TYPE AND SIZE				
Family Households	102	83.6%	55	🟨
2-Person	43	35.2%	58	🟥
3-Person	19	15.6%	38	🟥
4-Person	26	21.3%	47	🟥
5-Person	11	9.0%	31	🟥
6-Person	2	1.6%	16	🟥
7+ Person	2	1.6%	14	🟥
Nonfamily Households	20	16.4%	48	🟥
1-Person	15	12.3%	40	🟥
2-Person	5	4.1%	22	🟥
3-Person	0	0.0%	0	
4-Person	0	0.0%	0	
5-Person	0	0.0%	0	
6-Person	0	0.0%	0	
7+ Person	0	0.0%	0	
HOUSEHOLDS BY PRESENCE OF PEOPLE UNDER 18 YEARS BY HOUSEHOLD TYPE				
Households with one or more people under 18 years	40	32.8%	41	🟥
Family households	39	32.0%	40	🟥
Married-couple family	32	26.2%	34	🟥
Male householder, no wife present	0	0.0%	0	
Female householder, no husband present	7	5.7%	34	🟥
Nonfamily households	0	0.0%	2	
Households with no people under 18 years	82	67.2%	63	🟥
Married-couple family	57	46.7%	53	🟥
Other family	5	4.1%	19	🟥
Nonfamily households	19	15.6%	47	🟥
HOUSEHOLDS BY PRESENCE OF PEOPLE 65 YEARS AND OVER, HOUSEHOLD SIZE AND HOUSEHOLD TYPE				
Households with Pop 65+	41	33.6%	47	🟥
1-Person	10	8.2%	33	🟥
2+ Person Family	31	25.4%	45	🟥
2+ Person Nonfamily	1	0.8%	4	🟥
Households with No Pop 65+	80	65.6%	59	🟥
1-Person	5	4.1%	24	🟥
2+ Person Family	71	58.2%	49	🟥
2+ Person Nonfamily	4	3.3%	18	🟥

Source: U.S. Census Bureau, 2013-2017 American Community Survey

Reliability: 🟩 high   🟨 medium   🟥 low

ACS Population Summary

75 RT-15, Lafayette, New Jersey, 07848
Ring: 1 mile radius

Lafayette development
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	2013 - 2017 ACS Estimate	Percent	MOE(±)	Reliability
POPULATION AGE 5+ YEARS BY LANGUAGE SPOKEN AT HOME AND ABILITY TO SPEAK ENGLISH				
Total	300	100.0%	162	🟨
5 to 17 years				
Speak only English	44	14.7%	71	🟥
Speak Spanish	3	1.0%	24	🟥
Speak English "very well" or "well"	3	1.0%	21	🟥
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak other Indo-European languages	1	0.3%	7	🟥
Speak English "very well" or "well"	1	0.3%	7	🟥
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak Asian and Pacific Island languages	0	0.0%	0	
Speak English "very well" or "well"	0	0.0%	0	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak other languages	0	0.0%	0	
Speak English "very well" or "well"	0	0.0%	0	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
18 to 64 years				
Speak only English	180	60.0%	127	🟥
Speak Spanish	11	3.7%	64	🟥
Speak English "very well" or "well"	11	3.7%	69	🟥
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak other Indo-European languages	10	3.3%	40	🟥
Speak English "very well" or "well"	10	3.3%	38	🟥
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak Asian and Pacific Island languages	0	0.0%	0	
Speak English "very well" or "well"	0	0.0%	0	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak other languages	0	0.0%	0	
Speak English "very well" or "well"	0	0.0%	0	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
65 years and over				
Speak only English	48	16.0%	63	🟥
Speak Spanish	1	0.3%	3	🟥
Speak English "very well" or "well"	1	0.3%	3	🟥
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak other Indo-European languages	1	0.3%	6	🟥
Speak English "very well" or "well"	1	0.3%	6	🟥
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak Asian and Pacific Island languages	0	0.0%	0	
Speak English "very well" or "well"	0	0.0%	0	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak other languages	1	0.3%	9	🟥
Speak English "very well" or "well"	1	0.3%	9	🟥
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	

Reliability: 🟩 high 🟨 medium 🟥 low

March 03, 2020

ACS Population Summary

75 RT-15, Lafayette, New Jersey, 07848
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	2013 - 2017 ACS Estimate	Percent	MOE(±)	Reliability
WORKERS AGE 16+ YEARS BY PLACE OF WORK				
Total	161	100.0%	127	🟥
Worked in state and in county of residence	87	54.0%	102	🟥
Worked in state and outside county of residence	60	37.3%	70	🟥
Worked outside state of residence	14	8.7%	42	🟥
SEX BY CLASS OF WORKER FOR THE CIVILIAN EMPLOYED POPULATION 16 YEARS AND OVER				
Total:	163	100.0%	126	🟥
Male:	89	54.6%	80	🟥
Employee of private company	61	37.4%	86	🟥
Self-employed in own incorporated business	6	3.7%	19	🟥
Private not-for-profit wage and salary workers	2	1.2%	13	🟥
Local government workers	4	2.5%	20	🟥
State government workers	1	0.6%	3	🟥
Federal government workers	2	1.2%	10	🟥
Self-employed in own not incorporated business workers	14	8.6%	30	🟥
Unpaid family workers	1	0.6%	5	🟥
Female:	75	46.0%	67	🟥
Employee of private company	53	32.5%	76	🟥
Self-employed in own incorporated business	3	1.8%	14	🟥
Private not-for-profit wage and salary workers	7	4.3%	34	🟥
Local government workers	6	3.7%	22	🟥
State government workers	1	0.6%	7	🟥
Federal government workers	2	1.2%	13	🟥
Self-employed in own not incorporated business workers	2	1.2%	10	🟥
Unpaid family workers	0	0.0%	0	

ACS Population Summary

75 RT-15, Lafayette, New Jersey, 07848
Ring: 1 mile radius

Lafayette development
Latitude: 41.09452
Longitude: -74.68607

	2013 - 2017 ACS Estimate	Percent	MOE(±)	Reliability
WORKERS AGE 16+ YEARS BY MEANS OF TRANSPORTATION TO WORK				
Total	161	100.0%	127	▮
Drove alone	137	85.1%	119	▮
Carpooled	12	7.5%	43	▮
Public transportation (excluding taxicab)	1	0.6%	9	▮
Bus or trolley bus	1	0.6%	9	▮
Streetcar or trolley car	0	0.0%	0	
Subway or elevated	0	0.0%	0	
Railroad	0	0.0%	0	
Ferryboat	0	0.0%	0	
Taxicab	0	0.0%	0	
Motorcycle	0	0.0%	0	
Bicycle	0	0.0%	0	
Walked	2	1.2%	11	▮
Other means	1	0.6%	3	▮
Worked at home	8	5.0%	31	▮
WORKERS AGE 16+ YEARS (WHO DID NOT WORK FROM HOME) BY TRAVEL TIME TO WORK				
Total	152	100.0%	126	▮
Less than 5 minutes	4	2.6%	16	▮
5 to 9 minutes	6	3.9%	28	▮
10 to 14 minutes	18	11.8%	55	▮
15 to 19 minutes	27	17.8%	58	▮
20 to 24 minutes	7	4.6%	37	▮
25 to 29 minutes	7	4.6%	52	▮
30 to 34 minutes	11	7.2%	40	▮
35 to 39 minutes	5	3.3%	19	▮
40 to 44 minutes	7	4.6%	33	▮
45 to 59 minutes	19	12.5%	42	▮
60 to 89 minutes	31	20.4%	51	▮
90 or more minutes	10	6.6%	30	▮
Average Travel Time to Work (in minutes)	37.4		43.6	▮
FEMALES AGE 20-64 YEARS BY AGE OF OWN CHILDREN AND EMPLOYMENT STATUS				
Total	92	100.0%	64	▮
Own children under 6 years only	4	4.3%	15	▮
In labor force	4	4.3%	17	▮
Not in labor force	0	0.0%	2	
Own children under 6 years and 6 to 17 years	8	8.7%	27	▮
In labor force	6	6.5%	27	▮
Not in labor force	2	2.2%	16	▮
Own children 6 to 17 years only	21	22.8%	36	▮
In labor force	16	17.4%	39	▮
Not in labor force	6	6.5%	22	▮
No own children under 18 years	59	64.1%	64	▮
In labor force	47	51.1%	58	▮
Not in labor force	11	12.0%	35	▮

Reliability: ▮▮ high ▮ medium ▮ low

March 03, 2020

ACS Population Summary

75 RT-15, Lafayette, New Jersey, 07848
Ring: 1 mile radius

Lafayette development
Latitude: 41.09452
Longitude: -74.68607

	2013 - 2017 ACS Estimate	Percent	MOE(±)	Reliability
CIVILIAN NONINSTITUTIONALIZED POPULATION BY AGE & TYPES OF HEALTH INSURANCE COVERAGE				
Total	312	100.0%	168	🟨
Under 19 years:	67	21.5%	79	🟥
One Type of Health Insurance:	66	21.2%	79	🟥
Employer-Based Health Ins Only	42	13.5%	81	🟥
Direct-Purchase Health Ins Only	11	3.5%	74	🟥
Medicare Coverage Only	1	0.3%	6	🟥
Medicaid Coverage Only	11	3.5%	55	🟥
TRICARE/Military Hlth Cov Only	1	0.3%	3	🟥
VA Health Care Only	0	0.0%	0	
2+ Types of Health Insurance	0	0.0%	1	
No Health Insurance Coverage	1	0.3%	5	🟥
19 to 34 years:	54	17.3%	73	🟥
One Type of Health Insurance:	48	15.4%	72	🟥
Employer-Based Health Ins Only	40	12.8%	68	🟥
Direct-Purchase Health Ins Only	5	1.6%	26	🟥
Medicare Coverage Only	0	0.0%	0	
Medicaid Coverage Only	2	0.6%	19	🟥
TRICARE/Military Hlth Cov Only	0	0.0%	2	
VA Health Care Only	0	0.0%	0	
2+ Types of Health Insurance	0	0.0%	0	
No Health Insurance Coverage	6	1.9%	28	🟥
35 to 64 years:	141	45.2%	107	🟥
One Type of Health Insurance:	123	39.4%	102	🟥
Employer-Based Health Ins Only	96	30.8%	87	🟥
Direct-Purchase Health Ins Only	15	4.8%	53	🟥
Medicare Coverage Only	4	1.3%	19	🟥
Medicaid Coverage Only	8	2.6%	39	🟥
TRICARE/Military Hlth Cov Only	0	0.0%	0	
VA Health Care Only	0	0.0%	2	
2+ Types of Health Insurance	5	1.6%	24	🟥
No Health Insurance Coverage	13	4.2%	84	🟥
65+ years:	50	16.0%	65	🟥
One Type of Health Insurance:	16	5.1%	43	🟥
Employer-Based Health Ins Only	1	0.3%	6	🟥
Direct-Purchase Health Ins Only	0	0.0%	0	
Medicare Coverage Only	15	4.8%	44	🟥
TRICARE/Military Hlth Cov Only	0	0.0%	0	
VA Health Care Only	0	0.0%	0	
2+ Types of Health Insurance:	34	10.9%	59	🟥
Employer-Based & Direct-Purchase Health Insurance	0	0.0%	0	
Employer-Based Health & Medicare Insurance	9	2.9%	28	🟥
Direct-Purchase Health & Medicare Insurance	17	5.4%	48	🟥
Medicare & Medicaid Coverage	2	0.6%	11	🟥
Other Private Health Insurance Combos	0	0.0%	0	
Other Public Health Insurance Combos	0	0.0%	0	
Other Health Insurance Combinations	7	2.2%	29	🟥
No Health Insurance Coverage	0	0.0%	0	

Reliability: 🟩 high 🟨 medium 🟥 low

March 03, 2020

75 RT-15, Lafayette, New Jersey, 07848
Ring: 1 mile radius

Lafayette development
Latitude: 41.09452
Longitude: -74.68607

	2013 - 2017 ACS Estimate	Percent	MOE(±)	Reliability
POPULATION BY RATIO OF INCOME TO POVERTY LEVEL				
Total	312	100.0%	169	🟨
Under .50	8	2.6%	42	🟥
.50 to .99	11	3.5%	58	🟥
1.00 to 1.24	5	1.6%	28	🟥
1.25 to 1.49	7	2.2%	40	🟥
1.50 to 1.84	28	9.0%	97	🟥
1.85 to 1.99	8	2.6%	77	🟥
2.00 and over	246	78.8%	169	🟥
CIVILIAN POPULATION AGE 18 OR OLDER BY VETERAN STATUS				
Total	250	100.0%	154	🟨
Veteran	14	5.6%	43	🟥
Nonveteran	236	94.4%	160	🟥
Male	126	50.4%	113	🟥
Veteran	14	5.6%	43	🟥
Nonveteran	112	44.8%	120	🟥
Female	124	49.6%	78	🟨
Veteran	0	0.0%	0	
Nonveteran	124	49.6%	78	🟨
CIVILIAN VETERANS AGE 18 OR OLDER BY PERIOD OF MILITARY SERVICE				
Total	14	100.0%	43	🟥
Gulf War (9/01 or later), no Gulf War (8/90 to 8/01), no Vietnam Era	1	7.1%	6	🟥
Gulf War (9/01 or later) and Gulf War (8/90 to 8/01), no Vietnam Era	0	0.0%	0	🟥
Gulf War (9/01 or later), and Gulf War (8/90 to 8/01), and Vietnam Era	0	0.0%	0	
Gulf War (8/90 to 8/01), no Vietnam Era	1	7.1%	5	🟥
Gulf War (8/90 to 8/01) and Vietnam Era	0	0.0%	0	
Vietnam Era, no Korean War, no World War II	5	35.7%	18	🟥
Vietnam Era and Korean War, no World War II	0	0.0%	0	
Vietnam Era and Korean War and World War II	0	0.0%	0	
Korean War, no Vietnam Era, no World War II	2	14.3%	19	🟥
Korean War and World War II, no Vietnam Era	0	0.0%	0	
World War II, no Korean War, no Vietnam Era	1	7.1%	5	🟥
Between Gulf War and Vietnam Era only	5	35.7%	29	🟥
Between Vietnam Era and Korean War only	1	7.1%	4	🟥
Between Korean War and World War II only	0	0.0%	0	
Pre-World War II only	0	0.0%	0	
HOUSEHOLDS BY POVERTY STATUS				
Total	122	100.0%	59	🟨
Income in the past 12 months below poverty level	5	4.1%	18	🟥
Married-couple family	1	0.8%	7	🟥
Other family - male householder (no wife present)	0	0.0%	2	
Other family - female householder (no husband present)	2	1.6%	9	🟥
Nonfamily household - male householder	1	0.8%	5	🟥
Nonfamily household - female householder	0	0.0%	2	
Income in the past 12 months at or above poverty level	117	95.9%	60	🟨
Married-couple family	88	72.1%	54	🟨
Other family - male householder (no wife present)	1	0.8%	5	🟥
Other family - female householder (no husband present)	10	8.2%	38	🟥
Nonfamily household - male householder	11	9.0%	32	🟥
Nonfamily household - female householder	8	6.6%	31	🟥

Reliability: 🟩 high 🟨 medium 🟥 low

March 03, 2020

ACS Population Summary

75 RT-15, Lafayette, New Jersey, 07848
Ring: 1 mile radius

Lafayette development
Latitude: 41.09452
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	2013 - 2017 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS BY OTHER INCOME				
Social Security Income	47	38.5%	54	🟥
No Social Security Income	74	60.7%	59	🟥
Retirement Income	24	19.7%	51	🟥
No Retirement Income	97	79.5%	61	🟨
GROSS RENT AS A PERCENTAGE OF HOUSEHOLD INCOME IN THE PAST 12 MONTHS				
<10% of Income	0	0.0%	0	
10-14.9% of Income	0	0.0%	0	
15-19.9% of Income	3	18.8%	17	🟥
20-24.9% of Income	3	18.8%	19	🟥
25-29.9% of Income	0	0.0%	0	
30-34.9% of Income	2	12.5%	14	🟥
35-39.9% of Income	3	18.8%	30	🟥
40-49.9% of Income	1	6.2%	7	🟥
50+% of Income	4	25.0%	14	🟥
Gross Rent % Inc Not Computed	0	0.0%	0	
HOUSEHOLDS BY PUBLIC ASSISTANCE INCOME IN THE PAST 12 MONTHS				
Total	122	100.0%	59	🟨
With public assistance income	2	1.7%	10	🟥
No public assistance income	119	98.3%	59	🟨
HOUSEHOLDS BY FOOD STAMPS/SNAP STATUS				
Total	122	100.0%	59	🟨
With Food Stamps/SNAP	4	3.3%	13	🟥
With No Food Stamps/SNAP	118	96.7%	60	🟨
HOUSEHOLDS BY DISABILITY STATUS				
Total	122	100.0%	59	🟨
With 1+ Persons w/Disability	32	26.2%	53	🟥
With No Person w/Disability	89	73.0%	70	🟥

Data Note: N/A means not available. Population by Ratio of Income to Poverty Level represents persons for whom poverty status is determined. Household income represents income in 2015, adjusted for inflation.

2013-2017 ACS Estimate: The American Community Survey (ACS) replaces census sample data. Esri is releasing the 2013-2017 ACS estimates, five-year period data collected monthly from January 1, 2011 through December 31, 2015. Although the ACS includes many of the subjects previously covered by the decennial census sample, there are significant differences between the two surveys including fundamental differences in survey design and residency rules.

Margin of error (MOE): The MOE is a measure of the variability of the estimate due to sampling error. MOEs enable the data user to measure the range of uncertainty for each estimate with 90 percent confidence. The range of uncertainty is called the confidence interval, and it is calculated by taking the estimate +/- the MOE. For example, if the ACS reports an estimate of 100 with an MOE of +/- 20, then you can be 90 percent certain the value for the whole population falls between 80 and 120.

Reliability: These symbols represent threshold values that Esri has established from the Coefficients of Variation (CV) to designate the usability of the estimates. The CV measures the amount of sampling error relative to the size of the estimate, expressed as a percentage.

🟩 High Reliability: Small CVs (less than or equal to 12 percent) are flagged green to indicate that the sampling error is small relative to the estimate and the estimate is reasonably reliable.

🟨 Medium Reliability: Estimates with CVs between 12 and 40 are flagged yellow-use with caution.

🟥 Low Reliability: Large CVs (over 40 percent) are flagged red to indicate that the sampling error is large relative to the estimate. The estimate is considered very unreliable.

Reliability: 🟩 high 🟨 medium 🟥 low

March 03, 2020

75 RT-15, Lafayette, New Jersey, 07848
Ring: 3 mile radius

Lafayette development
Latitude: 41.09452
Longitude: -74.68607

	2013 - 2017 ACS Estimate	Percent	MOE(±)	Reliability
TOTALS				
Total Population	4,837		92	▥
Total Households	1,747		32	▥
Total Housing Units	1,956		28	▥
POPULATION AGE 3+ YEARS BY SCHOOL ENROLLMENT				
Total	4,688	100.0%	88	▥
Enrolled in school	1,117	23.8%	51	▥
Enrolled in nursery school, preschool	47	1.0%	13	▮
Public school	29	0.6%	18	▮
Private school	18	0.4%	11	▮
Enrolled in kindergarten	54	1.2%	16	▮
Public school	42	0.9%	20	▮
Private school	12	0.3%	9	▯
Enrolled in grade 1 to grade 4	211	4.5%	20	▥
Public school	199	4.2%	20	▥
Private school	11	0.2%	7	▮
Enrolled in grade 5 to grade 8	222	4.7%	20	▥
Public school	196	4.2%	20	▥
Private school	26	0.6%	13	▮
Enrolled in grade 9 to grade 12	294	6.3%	28	▥
Public school	264	5.6%	27	▥
Private school	30	0.6%	17	▮
Enrolled in college undergraduate years	251	5.4%	22	▥
Public school	230	4.9%	21	▥
Private school	22	0.5%	10	▮
Enrolled in graduate or professional school	38	0.8%	16	▮
Public school	21	0.4%	13	▮
Private school	17	0.4%	23	▯
Not enrolled in school	3,570	76.2%	60	▥
POPULATION AGE 65+ BY RELATIONSHIP AND HOUSEHOLD TYPE				
Total	812	100.0%	34	▥
Living in Households	783	96.4%	34	▥
Living in Family Households	573	70.6%	35	▥
Householder	275	33.9%	19	▥
Spouse	212	26.1%	18	▥
Parent	61	7.5%	23	▮
Parent-in-law	10	1.2%	8	▯
Other Relative	15	1.8%	31	▯
Nonrelative	0	0.0%	0	
Living in Nonfamily Households	210	25.9%	23	▥
Householder	201	24.8%	22	▥
Nonrelative	9	1.1%	5	▮
Living in Group Quarters	29	3.6%	29	▯

Reliability: ▥ high ▮ medium ▯ low

March 03, 2020

ACS Population Summary

75 RT-15, Lafayette, New Jersey, 07848
Ring: 3 mile radius

Lafayette development
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	2013 - 2017 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS BY TYPE AND SIZE				
Family Households	1,263	72.3%	30	▥
2-Person	538	30.8%	30	▥
3-Person	234	13.4%	21	▥
4-Person	314	18.0%	25	▥
5-Person	112	6.4%	18	▥
6-Person	26	1.5%	12	▯
7+ Person	38	2.2%	10	▯
Nonfamily Households	484	27.7%	33	▥
1-Person	361	20.7%	30	▥
2-Person	124	7.1%	23	▥
3-Person	0	0.0%	0	
4-Person	0	0.0%	0	
5-Person	0	0.0%	0	
6-Person	0	0.0%	0	
7+ Person	0	0.0%	0	
HOUSEHOLDS BY PRESENCE OF PEOPLE UNDER 18 YEARS BY HOUSEHOLD TYPE				
Households with one or more people under 18 years	530	30.3%	22	▥
Family households	528	30.2%	22	▥
Married-couple family	435	24.9%	20	▥
Male householder, no wife present	13	0.7%	19	▮
Female householder, no husband present	80	4.6%	20	▯
Nonfamily households	3	0.2%	4	▮
Households with no people under 18 years	1,217	69.7%	35	▥
Married-couple family	621	35.5%	30	▥
Other family	114	6.5%	13	▥
Nonfamily households	482	27.6%	33	▥
HOUSEHOLDS BY PRESENCE OF PEOPLE 65 YEARS AND OVER, HOUSEHOLD SIZE AND HOUSEHOLD TYPE				
Households with Pop 65+	559	32.0%	26	▥
1-Person	200	11.4%	22	▥
2+ Person Family	352	20.1%	24	▥
2+ Person Nonfamily	7	0.4%	4	▯
Households with No Pop 65+	1,188	68.0%	30	▥
1-Person	161	9.2%	20	▥
2+ Person Family	911	52.1%	27	▥
2+ Person Nonfamily	116	6.6%	22	▥

Reliability: ▥ high ▯ medium ▮ low

March 03, 2020

75 RT-15, Lafayette, New Jersey, 07848
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	2013 - 2017 ACS Estimate	Percent	MOE(±)	Reliability
POPULATION AGE 5+ YEARS BY LANGUAGE SPOKEN AT HOME AND ABILITY TO SPEAK ENGLISH				
Total	4,582	100.0%	87	▮▮▮
5 to 17 years				
Speak only English	654	14.3%	41	▮▮▮
Speak Spanish	43	0.9%	18	▮▮
Speak English "very well" or "well"	43	0.9%	17	▮▮
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak other Indo-European languages	30	0.7%	15	▮▮
Speak English "very well" or "well"	29	0.6%	15	▮▮
Speak English "not well"	1	0.0%	10	▮
Speak English "not at all"	0	0.0%	0	
Speak Asian and Pacific Island languages	5	0.1%	17	▮
Speak English "very well" or "well"	5	0.1%	17	▮
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak other languages	22	0.5%	57	▮
Speak English "very well" or "well"	22	0.5%	57	▮
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
18 to 64 years				
Speak only English	2,649	57.8%	67	▮▮▮
Speak Spanish	150	3.3%	37	▮▮
Speak English "very well" or "well"	142	3.1%	40	▮▮
Speak English "not well"	8	0.2%	16	▮
Speak English "not at all"	0	0.0%	0	
Speak other Indo-European languages	172	3.8%	28	▮▮▮
Speak English "very well" or "well"	156	3.4%	25	▮▮▮
Speak English "not well"	16	0.3%	23	▮
Speak English "not at all"	0	0.0%	0	
Speak Asian and Pacific Island languages	33	0.7%	35	▮
Speak English "very well" or "well"	33	0.7%	31	▮
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak other languages	11	0.2%	28	▮
Speak English "very well" or "well"	11	0.2%	20	▮
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
65 years and over				
Speak only English	741	16.2%	33	▮▮▮
Speak Spanish	13	0.3%	10	▮
Speak English "very well" or "well"	13	0.3%	10	▮
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak other Indo-European languages	36	0.8%	22	▮▮
Speak English "very well" or "well"	36	0.8%	22	▮▮
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak Asian and Pacific Island languages	16	0.3%	16	▮
Speak English "very well" or "well"	12	0.3%	11	▮
Speak English "not well"	4	0.1%	16	▮
Speak English "not at all"	0	0.0%	0	
Speak other languages	7	0.2%	9	▮
Speak English "very well" or "well"	7	0.2%	9	▮
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	

Source: U.S. Census Bureau, 2013-2017 American Community Survey

Reliability: ▮▮▮ high ▮▮ medium ▮ low

March 03, 2020

75 RT-15, Lafayette, New Jersey, 07848
Ring: 3 mile radius

	2013 - 2017 ACS Estimate	Percent	MOE(±)	Reliability
WORKERS AGE 16+ YEARS BY PLACE OF WORK				
Total	2,483	100.0%	66	▥
Worked in state and in county of residence	1,323	53.3%	56	▥
Worked in state and outside county of residence	1,013	40.8%	37	▥
Worked outside state of residence	147	5.9%	26	▥
SEX BY CLASS OF WORKER FOR THE CIVILIAN EMPLOYED POPULATION 16 YEARS AND OVER				
Total:	2,506	100.0%	66	▥
Male:	1,316	52.5%	41	▥
Employee of private company	943	37.6%	42	▥
Self-employed in own incorporated business	87	3.5%	12	▥
Private not-for-profit wage and salary workers	31	1.2%	9	▨
Local government workers	85	3.4%	15	▥
State government workers	12	0.5%	6	▨
Federal government workers	24	1.0%	9	▨
Self-employed in own not incorporated business workers	129	5.1%	21	▥
Unpaid family workers	4	0.2%	7	▮
Female:	1,191	47.5%	39	▥
Employee of private company	831	33.2%	41	▥
Self-employed in own incorporated business	37	1.5%	17	▨
Private not-for-profit wage and salary workers	90	3.6%	18	▨
Local government workers	106	4.2%	13	▥
State government workers	48	1.9%	11	▨
Federal government workers	27	1.1%	10	▨
Self-employed in own not incorporated business workers	51	2.0%	12	▨
Unpaid family workers	0	0.0%	0	

Reliability: ▥ high   ▨ medium   ▮ low

March 03, 2020

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Lafayette development
Latitude: 41.09452
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	2013 - 2017 ACS Estimate	Percent	MOE(±)	Reliability
WORKERS AGE 16+ YEARS BY MEANS OF TRANSPORTATION TO WORK				
Total	2,483	100.0%	66	▮▮▮
Drove alone	2,086	84.0%	63	▮▮▮
Carpooled	185	7.5%	29	▮▮▮
Public transportation (excluding taxicab)	22	0.9%	7	▮▮
Bus or trolley bus	21	0.8%	8	▮▮
Streetcar or trolley car	0	0.0%	0	
Subway or elevated	0	0.0%	0	
Railroad	1	0.0%	11	▮
Ferryboat	0	0.0%	0	
Taxicab	0	0.0%	0	
Motorcycle	0	0.0%	0	
Bicycle	0	0.0%	0	
Walked	22	0.9%	13	▮▮
Other means	13	0.5%	11	▮
Worked at home	156	6.3%	16	▮▮▮
WORKERS AGE 16+ YEARS (WHO DID NOT WORK FROM HOME) BY TRAVEL TIME TO WORK				
Total	2,328	100.0%	66	▮▮▮
Less than 5 minutes	66	2.8%	12	▮▮▮
5 to 9 minutes	195	8.4%	31	▮▮▮
10 to 14 minutes	305	13.1%	27	▮▮▮
15 to 19 minutes	296	12.7%	37	▮▮▮
20 to 24 minutes	177	7.6%	26	▮▮▮
25 to 29 minutes	86	3.7%	27	▮▮
30 to 34 minutes	187	8.0%	19	▮▮▮
35 to 39 minutes	50	2.1%	13	▮▮
40 to 44 minutes	135	5.8%	19	▮▮▮
45 to 59 minutes	276	11.9%	23	▮▮▮
60 to 89 minutes	444	19.1%	28	▮▮▮
90 or more minutes	112	4.8%	20	▮▮▮
Average Travel Time to Work (in minutes)	N/A		N/A	▮
FEMALES AGE 20-64 YEARS BY AGE OF OWN CHILDREN AND EMPLOYMENT STATUS				
Total	1,436	100.0%	37	▮▮▮
Own children under 6 years only	100	7.0%	12	▮▮▮
In labor force	68	4.7%	10	▮▮▮
Not in labor force	32	2.2%	16	▮▮
Own children under 6 years and 6 to 17 years	100	7.0%	15	▮▮▮
In labor force	51	3.6%	21	▮▮
Not in labor force	49	3.4%	11	▮▮
Own children 6 to 17 years only	318	22.1%	20	▮▮▮
In labor force	251	17.5%	20	▮▮▮
Not in labor force	67	4.7%	16	▮▮
No own children under 18 years	917	63.9%	37	▮▮▮
In labor force	756	52.6%	35	▮▮▮
Not in labor force	160	11.1%	20	▮▮▮

Source: U.S. Census Bureau, 2013-2017 American Community Survey

Reliability: ▮▮▮ high ▮▮ medium ▮ low

March 03, 2020

ACS Population Summary

75 RT-15, Lafayette, New Jersey, 07848
Ring: 3 mile radius

Lafayette development
Latitude: 41.09452
Longitude: -74.68607

	2013 - 2017 ACS Estimate	Percent	MOE(±)	Reliability
CIVILIAN NONINSTITUTIONALIZED POPULATION BY AGE & TYPES OF HEALTH INSURANCE COVERAGE				
Total	4,803	100.0%	92	
Under 19 years:	1,057	22.0%	47	
One Type of Health Insurance:	1,000	20.8%	47	
Employer-Based Health Ins Only	713	14.8%	48	
Direct-Purchase Health Ins Only	114	2.4%	52	
Medicare Coverage Only	8	0.2%	9	
Medicaid Coverage Only	158	3.3%	37	
TRICARE/Military Hlth Cov Only	8	0.2%	3	
VA Health Care Only	0	0.0%	0	
2+ Types of Health Insurance	27	0.6%	17	
No Health Insurance Coverage	30	0.6%	11	
19 to 34 years:	714	14.9%	40	
One Type of Health Insurance:	604	12.6%	41	
Employer-Based Health Ins Only	507	10.6%	39	
Direct-Purchase Health Ins Only	75	1.6%	16	
Medicare Coverage Only	0	0.0%	0	
Medicaid Coverage Only	15	0.3%	15	
TRICARE/Military Hlth Cov Only	3	0.1%	5	
VA Health Care Only	4	0.1%	49	
2+ Types of Health Insurance	26	0.5%	13	
No Health Insurance Coverage	85	1.8%	16	
35 to 64 years:	2,230	46.4%	56	
One Type of Health Insurance:	2,006	41.8%	53	
Employer-Based Health Ins Only	1,618	33.7%	47	
Direct-Purchase Health Ins Only	190	4.0%	32	
Medicare Coverage Only	64	1.3%	14	
Medicaid Coverage Only	117	2.4%	20	
TRICARE/Military Hlth Cov Only	4	0.1%	13	
VA Health Care Only	13	0.3%	11	
2+ Types of Health Insurance	86	1.8%	13	
No Health Insurance Coverage	139	2.9%	52	
65+ years:	802	16.7%	34	
One Type of Health Insurance:	221	4.6%	24	
Employer-Based Health Ins Only	7	0.1%	6	
Direct-Purchase Health Ins Only	0	0.0%	0	
Medicare Coverage Only	214	4.5%	23	
TRICARE/Military Hlth Cov Only	0	0.0%	0	
VA Health Care Only	0	0.0%	0	
2+ Types of Health Insurance:	581	12.1%	33	
Employer-Based & Direct-Purchase Health Insurance	0	0.0%	0	
Employer-Based Health & Medicare Insurance	235	4.9%	23	
Direct-Purchase Health & Medicare Insurance	206	4.3%	30	
Medicare & Medicaid Coverage	43	0.9%	13	
Other Private Health Insurance Combos	0	0.0%	0	
Other Public Health Insurance Combos	1	0.0%	13	
Other Health Insurance Combinations	97	2.0%	15	
No Health Insurance Coverage	0	0.0%	2	

Reliability: high medium low

March 03, 2020

ACS Population Summary

75 RT-15, Lafayette, New Jersey, 07848
Ring: 3 mile radius

Lafayette development
Latitude: 41.09452
Longitude: -74.68607

	2013 - 2017 ACS Estimate	Percent	MOE(±)	Reliability
POPULATION BY RATIO OF INCOME TO POVERTY LEVEL				
Total	4,806	100.0%	92	
Under .50	108	2.2%	24	
.50 to .99	164	3.4%	36	
1.00 to 1.24	56	1.2%	26	
1.25 to 1.49	91	1.9%	24	
1.50 to 1.84	270	5.6%	69	
1.85 to 1.99	85	1.8%	50	
2.00 and over	4,033	83.9%	90	
CIVILIAN POPULATION AGE 18 OR OLDER BY VETERAN STATUS				
Total	3,824	100.0%	78	
Veteran	238	6.2%	23	
Nonveteran	3,586	93.8%	79	
Male	1,870	48.9%	55	
Veteran	229	6.0%	23	
Nonveteran	1,641	42.9%	58	
Female	1,954	51.1%	42	
Veteran	9	0.2%	11	
Nonveteran	1,945	50.9%	42	
CIVILIAN VETERANS AGE 18 OR OLDER BY PERIOD OF MILITARY SERVICE				
Total	239	100.0%	23	
Gulf War (9/01 or later), no Gulf War (8/90 to 8/01), no Vietnam Era	14	5.9%	24	
Gulf War (9/01 or later) and Gulf War (8/90 to 8/01), no Vietnam Era	11	4.6%	9	
Gulf War (9/01 or later), and Gulf War (8/90 to 8/01), and Vietnam Era	0	0.0%	0	
Gulf War (8/90 to 8/01), no Vietnam Era	9	3.8%	25	
Gulf War (8/90 to 8/01) and Vietnam Era	0	0.0%	0	
Vietnam Era, no Korean War, no World War II	100	41.8%	13	
Vietnam Era and Korean War, no World War II	0	0.0%	0	
Vietnam Era and Korean War and World War II	0	0.0%	0	
Korean War, no Vietnam Era, no World War II	15	6.3%	23	
Korean War and World War II, no Vietnam Era	6	2.5%	6	
World War II, no Korean War, no Vietnam Era	15	6.3%	8	
Between Gulf War and Vietnam Era only	40	16.7%	24	
Between Vietnam Era and Korean War only	28	11.7%	18	
Between Korean War and World War II only	0	0.0%	0	
Pre-World War II only	0	0.0%	0	
HOUSEHOLDS BY POVERTY STATUS				
Total	1,747	100.0%	32	
Income in the past 12 months below poverty level	79	4.5%	17	
Married-couple family	9	0.5%	9	
Other family - male householder (no wife present)	3	0.2%	4	
Other family - female householder (no husband present)	30	1.7%	10	
Nonfamily household - male householder	17	1.0%	10	
Nonfamily household - female householder	20	1.1%	11	
Income in the past 12 months at or above poverty level	1,668	95.5%	32	
Married-couple family	1,048	60.0%	29	
Other family - male householder (no wife present)	30	1.7%	18	
Other family - female householder (no husband present)	143	8.2%	18	
Nonfamily household - male householder	175	10.0%	18	
Nonfamily household - female householder	272	15.6%	36	

Source: U.S. Census Bureau, 2013-2017 American Community Survey

Reliability: ▮▮▮ high ▮▮ medium ▮ low

March 03, 2020

ACS Population Summary

75 RT-15, Lafayette, New Jersey, 07848
Ring: 3 mile radius

Lafayette development
Latitude: 41.09452
Longitude: -74.68607

	2013 - 2017 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS BY OTHER INCOME				
Social Security Income	640	36.6%	29	🟩
No Social Security Income	1,107	63.4%	30	🟩
Retirement Income	379	21.7%	24	🟩
No Retirement Income	1,368	78.3%	32	🟩
GROSS RENT AS A PERCENTAGE OF HOUSEHOLD INCOME IN THE PAST 12 MONTHS				
<10% of Income	0	0.0%	0	
10-14.9% of Income	14	6.0%	10	🟥
15-19.9% of Income	27	11.5%	12	🟨
20-24.9% of Income	28	12.0%	17	🟨
25-29.9% of Income	0	0.0%	0	
30-34.9% of Income	28	12.0%	14	🟨
35-39.9% of Income	19	8.1%	26	🟥
40-49.9% of Income	13	5.6%	28	🟥
50+% of Income	42	17.9%	11	🟨
Gross Rent % Inc Not Computed	64	27.4%	27	🟨
HOUSEHOLDS BY PUBLIC ASSISTANCE INCOME IN THE PAST 12 MONTHS				
Total	1,747	100.0%	32	🟩
With public assistance income	23	1.3%	8	🟨
No public assistance income	1,724	98.7%	31	🟩
HOUSEHOLDS BY FOOD STAMPS/SNAP STATUS				
Total	1,747	100.0%	32	🟩
With Food Stamps/SNAP	68	3.9%	12	🟩
With No Food Stamps/SNAP	1,679	96.1%	32	🟩
HOUSEHOLDS BY DISABILITY STATUS				
Total	1,747	100.0%	32	🟩
With 1+ Persons w/Disability	422	24.2%	29	🟩
With No Person w/Disability	1,325	75.8%	35	🟩

Data Note: N/A means not available. Population by Ratio of Income to Poverty Level represents persons for whom poverty status is determined. Household income represents income in 2015, adjusted for inflation.

2013-2017 ACS Estimate: The American Community Survey (ACS) replaces census sample data. Esri is releasing the 2013-2017 ACS estimates, five-year period data collected monthly from January 1, 2011 through December 31, 2015. Although the ACS includes many of the subjects previously covered by the decennial census sample, there are significant differences between the two surveys including fundamental differences in survey design and residency rules.

Margin of error (MOE): The MOE is a measure of the variability of the estimate due to sampling error.   MOEs enable the data user to measure the range of uncertainty for each estimate with 90 percent confidence. The range of uncertainty is called the confidence interval, and it is calculated by taking the estimate +/- the MOE. For example, if the ACS reports an estimate of 100 with an MOE of +/- 20, then you can be 90 percent certain the value for the whole population falls between 80 and 120.

Reliability: These symbols represent threshold values that Esri has established from the Coefficients of Variation (CV) to designate the usability of the estimates. The CV measures the amount of sampling error relative to the size of the estimate, expressed as a percentage.

🟩   High Reliability: Small CVs (less than or equal to 12 percent) are flagged green to indicate that the sampling error is small relative to the estimate and the estimate is reasonably reliable.

🟨   Medium Reliability: Estimates with CVs between 12 and 40 are flagged yellow-use with caution.

🟥   Low Reliability: Large CVs (over 40 percent) are flagged red to indicate that the sampling error is large relative to the estimate. The estimate is considered very unreliable.

Reliability: 🟩 high 🟨 medium 🟥 low

March 03, 2020

ACS Population Summary

75 RT-15, Lafayette, New Jersey, 07848
Ring: 5 mile radius

Lafayette development
Latitude: 41.09452
Longitude: -74.68607

	2013 - 2017 ACS Estimate	Percent	MOE(±)	Reliability
TOTALS				
Total Population	27,858		813	
Total Households	9,986		255	
Total Housing Units	10,950		263	
POPULATION AGE 3+ YEARS BY SCHOOL ENROLLMENT				
Total	27,042	100.0%	772	
Enrolled in school	6,540	24.2%	382	
Enrolled in nursery school, preschool	457	1.7%	74	
Public school	153	0.6%	30	
Private school	304	1.1%	68	
Enrolled in kindergarten	274	1.0%	88	
Public school	225	0.8%	85	
Private school	49	0.2%	22	
Enrolled in grade 1 to grade 4	1,334	4.9%	159	
Public school	1,234	4.6%	158	
Private school	100	0.4%	21	
Enrolled in grade 5 to grade 8	1,085	4.0%	107	
Public school	973	3.6%	102	
Private school	112	0.4%	33	
Enrolled in grade 9 to grade 12	1,899	7.0%	196	
Public school	1,702	6.3%	186	
Private school	197	0.7%	62	
Enrolled in college undergraduate years	1,218	4.5%	130	
Public school	999	3.7%	120	
Private school	220	0.8%	52	
Enrolled in graduate or professional school	272	1.0%	64	
Public school	89	0.3%	15	
Private school	183	0.7%	63	
Not enrolled in school	20,502	75.8%	513	
POPULATION AGE 65+ BY RELATIONSHIP AND HOUSEHOLD TYPE				
Total	4,778	100.0%	219	
Living in Households	4,159	87.0%	216	
Living in Family Households	2,858	59.8%	200	
Householder	1,432	30.0%	109	
Spouse	1,066	22.3%	87	
Parent	205	4.3%	64	
Parent-in-law	69	1.4%	37	
Other Relative	49	1.0%	38	
Nonrelative	37	0.8%	48	
Living in Nonfamily Households	1,300	27.2%	118	
Householder	1,241	26.0%	116	
Nonrelative	59	1.2%	31	
Living in Group Quarters	619	13.0%	64	

Reliability: ▮▮▮ high ▮▮ medium ▮ low

March 03, 2020

ACS Population Summary

75 RT-15, Lafayette, New Jersey, 07848
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	2013 - 2017 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS BY TYPE AND SIZE				
Family Households	6,788	68.0%	229	🟩
2-Person	2,655	26.6%	164	🟩
3-Person	1,624	16.3%	132	🟩
4-Person	1,427	14.3%	154	🟩
5-Person	708	7.1%	89	🟩
6-Person	231	2.3%	65	🟨
7+ Person	142	1.4%	59	🟨
Nonfamily Households	3,198	32.0%	214	🟩
1-Person	2,617	26.2%	185	🟩
2-Person	570	5.7%	124	🟨
3-Person	10	0.1%	15	🟥
4-Person	0	0.0%	0	
5-Person	0	0.0%	0	
6-Person	0	0.0%	0	
7+ Person	0	0.0%	0	
HOUSEHOLDS BY PRESENCE OF PEOPLE UNDER 18 YEARS BY HOUSEHOLD TYPE				
Households with one or more people under 18 years	3,086	30.9%	191	🟩
Family households	3,083	30.9%	191	🟩
Married-couple family	2,331	23.3%	166	🟩
Male householder, no wife present	143	1.4%	28	🟩
Female householder, no husband present	610	6.1%	106	🟩
Nonfamily households	3	0.0%	5	🟥
Households with no people under 18 years	6,899	69.1%	263	🟩
Married-couple family	3,000	30.0%	154	🟩
Other family	705	7.1%	109	🟩
Nonfamily households	3,195	32.0%	214	🟩
HOUSEHOLDS BY PRESENCE OF PEOPLE 65 YEARS AND OVER, HOUSEHOLD SIZE AND HOUSEHOLD TYPE				
Households with Pop 65+	2,972	29.8%	154	🟩
1-Person	1,185	11.9%	115	🟩
2+ Person Family	1,730	17.3%	120	🟩
2+ Person Nonfamily	58	0.6%	29	🟨
Households with No Pop 65+	7,013	70.2%	247	🟩
1-Person	1,433	14.4%	145	🟩
2+ Person Family	5,058	50.7%	220	🟩
2+ Person Nonfamily	523	5.2%	120	🟨

Reliability: 🟩 high 🟨 medium 🟥 low

March 03, 2020

ACS Population Summary

75 RT-15, Lafayette, New Jersey, 07848
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	2013 - 2017 ACS Estimate	Percent	MOE(±)	Reliability
POPULATION AGE 5+ YEARS BY LANGUAGE SPOKEN AT HOME AND ABILITY TO SPEAK ENGLISH				
Total	26,499	100.0%	763	🟩
5 to 17 years				
Speak only English	4,045	15.3%	335	🟩
Speak Spanish	304	1.1%	107	🟨
Speak English "very well" or "well"	294	1.1%	111	🟨
Speak English "not well"	10	0.0%	16	🟥
Speak English "not at all"	0	0.0%	0	
Speak other Indo-European languages	135	0.5%	44	🟨
Speak English "very well" or "well"	123	0.5%	42	🟨
Speak English "not well"	12	0.0%	18	🟥
Speak English "not at all"	0	0.0%	0	
Speak Asian and Pacific Island languages	56	0.2%	49	🟥
Speak English "very well" or "well"	56	0.2%	45	🟥
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak other languages	62	0.2%	65	🟥
Speak English "very well" or "well"	62	0.2%	65	🟥
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
18 to 64 years				
Speak only English	14,826	55.9%	506	🟩
Speak Spanish	1,214	4.6%	299	🟨
Speak English "very well" or "well"	861	3.2%	178	🟨
Speak English "not well"	230	0.9%	135	🟨
Speak English "not at all"	123	0.5%	140	🟥
Speak other Indo-European languages	664	2.5%	99	🟩
Speak English "very well" or "well"	614	2.3%	88	🟩
Speak English "not well"	51	0.2%	41	🟥
Speak English "not at all"	0	0.0%	0	
Speak Asian and Pacific Island languages	299	1.1%	69	🟨
Speak English "very well" or "well"	291	1.1%	59	🟨
Speak English "not well"	7	0.0%	8	🟥
Speak English "not at all"	0	0.0%	0	
Speak other languages	117	0.4%	94	🟥
Speak English "very well" or "well"	117	0.4%	92	🟥
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
65 years and over				
Speak only English	4,197	15.8%	208	🟩
Speak Spanish	139	0.5%	68	🟨
Speak English "very well" or "well"	111	0.4%	68	🟨
Speak English "not well"	18	0.1%	21	🟥
Speak English "not at all"	11	0.0%	16	🟥
Speak other Indo-European languages	317	1.2%	74	🟨
Speak English "very well" or "well"	303	1.1%	69	🟨
Speak English "not well"	14	0.1%	11	🟥
Speak English "not at all"	0	0.0%	5	
Speak Asian and Pacific Island languages	92	0.3%	34	🟨
Speak English "very well" or "well"	74	0.3%	34	🟨
Speak English "not well"	18	0.1%	12	🟥
Speak English "not at all"	0	0.0%	0	
Speak other languages	33	0.1%	15	🟨
Speak English "very well" or "well"	33	0.1%	15	🟨
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	

Source: U.S. Census Bureau, 2013-2017 American Community Survey

Reliability: 🟩 high 🟨 medium 🟥 low

March 03, 2020

ACS Population Summary

75 RT-15, Lafayette, New Jersey, 07848
Ring: 5 mile radius

Lafayette development
Latitude: 41.09452
Longitude: -74.68607

	2013 - 2017 ACS Estimate	Percent	MOE(±)	Reliability
WORKERS AGE 16+ YEARS BY PLACE OF WORK				
Total	13,469	100.0%	500	🟩
Worked in state and in county of residence	7,133	53.0%	410	🟩
Worked in state and outside county of residence	5,618	41.7%	300	🟩
Worked outside state of residence	718	5.3%	99	🟩
SEX BY CLASS OF WORKER FOR THE CIVILIAN EMPLOYED POPULATION 16 YEARS AND OVER				
Total:	13,684	100.0%	500	🟩
Male:	7,315	53.5%	373	🟩
Employee of private company	5,186	37.9%	356	🟩
Self-employed in own incorporated business	394	2.9%	66	🟩
Private not-for-profit wage and salary workers	337	2.5%	64	🟩
Local government workers	521	3.8%	85	🟩
State government workers	217	1.6%	54	🟨
Federal government workers	166	1.2%	41	🟨
Self-employed in own not incorporated business workers	489	3.6%	93	🟩
Unpaid family workers	5	0.0%	8	🟥
Female:	6,369	46.5%	290	🟩
Employee of private company	4,187	30.6%	248	🟩
Self-employed in own incorporated business	162	1.2%	59	🟨
Private not-for-profit wage and salary workers	558	4.1%	79	🟩
Local government workers	753	5.5%	127	🟩
State government workers	237	1.7%	46	🟩
Federal government workers	99	0.7%	33	🟨
Self-employed in own not incorporated business workers	370	2.7%	57	🟩
Unpaid family workers	1	0.0%	3	🟥

Reliability: 🟩 high 🟨 medium 🟥 low

March 03, 2020

ACS Population Summary

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	2013 - 2017 ACS Estimate	Percent	MOE(±)	Reliability
WORKERS AGE 16+ YEARS BY MEANS OF TRANSPORTATION TO WORK				
Total	13,469	100.0%	500	▦
Drove alone	10,978	81.5%	419	▦
Carpooled	1,020	7.6%	162	▦
Public transportation (excluding taxicab)	192	1.4%	52	▥
Bus or trolley bus	170	1.3%	52	▥
Streetcar or trolley car	0	0.0%	0	
Subway or elevated	0	0.0%	3	
Railroad	22	0.2%	7	▥
Ferryboat	0	0.0%	0	
Taxicab	0	0.0%	0	
Motorcycle	0	0.0%	0	
Bicycle	72	0.5%	76	▮
Walked	279	2.1%	98	▥
Other means	66	0.5%	23	▥
Worked at home	861	6.4%	126	▦
WORKERS AGE 16+ YEARS (WHO DID NOT WORK FROM HOME) BY TRAVEL TIME TO WORK				
Total	12,607	100.0%	488	▦
Less than 5 minutes	384	3.0%	40	▦
5 to 9 minutes	1,351	10.7%	161	▦
10 to 14 minutes	1,550	12.3%	193	▦
15 to 19 minutes	1,216	9.6%	129	▦
20 to 24 minutes	1,166	9.2%	145	▦
25 to 29 minutes	478	3.8%	88	▦
30 to 34 minutes	1,239	9.8%	143	▦
35 to 39 minutes	363	2.9%	61	▦
40 to 44 minutes	748	5.9%	125	▦
45 to 59 minutes	1,270	10.1%	129	▦
60 to 89 minutes	2,117	16.8%	209	▦
90 or more minutes	726	5.8%	96	▦
Average Travel Time to Work (in minutes)	N/A		N/A	▮
FEMALES AGE 20-64 YEARS BY AGE OF OWN CHILDREN AND EMPLOYMENT STATUS				
Total	7,848	100.0%	284	▦
Own children under 6 years only	612	7.8%	115	▦
In labor force	400	5.1%	69	▦
Not in labor force	212	2.7%	92	▥
Own children under 6 years and 6 to 17 years	594	7.6%	99	▦
In labor force	385	4.9%	89	▥
Not in labor force	210	2.7%	46	▥
Own children 6 to 17 years only	1,776	22.6%	136	▦
In labor force	1,325	16.9%	125	▦
Not in labor force	451	5.7%	90	▥
No own children under 18 years	4,866	62.0%	250	▦
In labor force	3,910	49.8%	238	▦
Not in labor force	956	12.2%	102	▦

March 03, 2020

75 RT-15, Lafayette, New Jersey, 07848
Ring: 5 mile radius

Lafayette development
Latitude: 41.09452
Longitude: -74.68607

	2013 - 2017 ACS Estimate	Percent	MOE(±)	Reliability
CIVILIAN NONINSTITUTIONALIZED POPULATION BY AGE & TYPES OF HEALTH INSURANCE COVERAGE				
Total	27,032	100.0%	812	
Under 19 years:	6,295	23.3%	418	
One Type of Health Insurance:	5,906	21.8%	417	
Employer-Based Health Ins Only	4,459	16.5%	362	
Direct-Purchase Health Ins Only	389	1.4%	134	
Medicare Coverage Only	9	0.0%	9	
Medicaid Coverage Only	1,015	3.8%	220	
TRICARE/Military Hlth Cov Only	33	0.1%	20	
VA Health Care Only	0	0.0%	0	
2+ Types of Health Insurance	268	1.0%	71	
No Health Insurance Coverage	121	0.4%	32	
19 to 34 years:	4,640	17.2%	347	
One Type of Health Insurance:	3,602	13.3%	240	
Employer-Based Health Ins Only	2,886	10.7%	218	
Direct-Purchase Health Ins Only	314	1.2%	64	
Medicare Coverage Only	19	0.1%	15	
Medicaid Coverage Only	324	1.2%	77	
TRICARE/Military Hlth Cov Only	7	0.0%	7	
VA Health Care Only	51	0.2%	42	
2+ Types of Health Insurance	178	0.7%	71	
No Health Insurance Coverage	860	3.2%	267	
35 to 64 years:	11,780	43.6%	382	
One Type of Health Insurance:	10,166	37.6%	374	
Employer-Based Health Ins Only	8,415	31.1%	366	
Direct-Purchase Health Ins Only	759	2.8%	82	
Medicare Coverage Only	309	1.1%	72	
Medicaid Coverage Only	639	2.4%	101	
TRICARE/Military Hlth Cov Only	10	0.0%	13	
VA Health Care Only	33	0.1%	31	
2+ Types of Health Insurance	692	2.6%	108	
No Health Insurance Coverage	922	3.4%	137	
65+ years:	4,317	16.0%	218	
One Type of Health Insurance:	1,412	5.2%	164	
Employer-Based Health Ins Only	100	0.4%	40	
Direct-Purchase Health Ins Only	8	0.0%	16	
Medicare Coverage Only	1,302	4.8%	161	
TRICARE/Military Hlth Cov Only	0	0.0%	0	
VA Health Care Only	2	0.0%	8	
2+ Types of Health Insurance:	2,886	10.7%	178	
Employer-Based & Direct-Purchase Health Insurance	0	0.0%	0	
Employer-Based Health & Medicare Insurance	1,023	3.8%	99	
Direct-Purchase Health & Medicare Insurance	781	2.9%	92	
Medicare & Medicaid Coverage	252	0.9%	79	
Other Private Health Insurance Combos	0	0.0%	0	
Other Public Health Insurance Combos	84	0.3%	12	
Other Health Insurance Combinations	746	2.8%	101	
No Health Insurance Coverage	19	0.1%	16	

Reliability: ▮▮▮ high ▮▮ medium ▮ low

March 03, 2020

ACS Population Summary

75 RT-15, Lafayette, New Jersey, 07848
Ring: 5 mile radius

Lafayette development
Latitude: 41.09452
Longitude: -74.68607

	2013 - 2017 ACS Estimate	Percent	MOE(±)	Reliability
POPULATION BY RATIO OF INCOME TO POVERTY LEVEL				
Total	27,001	100.0%	811	
Under .50	1,016	3.8%	241	
.50 to .99	920	3.4%	126	
1.00 to 1.24	681	2.5%	274	
1.25 to 1.49	948	3.5%	199	
1.50 to 1.84	1,317	4.9%	217	
1.85 to 1.99	461	1.7%	106	
2.00 and over	21,658	80.2%	766	
CIVILIAN POPULATION AGE 18 OR OLDER BY VETERAN STATUS				
Total	21,889	100.0%	580	
Veteran	1,456	6.7%	116	
Nonveteran	20,433	93.3%	573	
Male	10,812	49.4%	425	
Veteran	1,392	6.4%	110	
Nonveteran	9,420	43.0%	427	
Female	11,077	50.6%	305	
Veteran	64	0.3%	30	
Nonveteran	11,013	50.3%	302	
CIVILIAN VETERANS AGE 18 OR OLDER BY PERIOD OF MILITARY SERVICE				
Total	1,455	100.0%	116	
Gulf War (9/01 or later), no Gulf War (8/90 to 8/01), no Vietnam Era	113	7.8%	38	
Gulf War (9/01 or later) and Gulf War (8/90 to 8/01), no Vietnam Era	20	1.4%	18	
Gulf War (9/01 or later), and Gulf War (8/90 to 8/01), and Vietnam Era	0	0.0%	0	
Gulf War (8/90 to 8/01), no Vietnam Era	88	6.0%	27	
Gulf War (8/90 to 8/01) and Vietnam Era	0	0.0%	0	
Vietnam Era, no Korean War, no World War II	668	45.9%	73	
Vietnam Era and Korean War, no World War II	0	0.0%	1	
Vietnam Era and Korean War and World War II	0	0.0%	0	
Korean War, no Vietnam Era, no World War II	157	10.8%	45	
Korean War and World War II, no Vietnam Era	28	1.9%	26	
World War II, no Korean War, no Vietnam Era	128	8.8%	54	
Between Gulf War and Vietnam Era only	124	8.5%	27	
Between Vietnam Era and Korean War only	130	8.9%	33	
Between Korean War and World War II only	0	0.0%	0	
Pre-World War II only	0	0.0%	0	
HOUSEHOLDS BY POVERTY STATUS				
Total	9,986	100.0%	255	
Income in the past 12 months below poverty level	667	6.7%	117	
Married-couple family	86	0.9%	34	
Other family - male householder (no wife present)	30	0.3%	20	
Other family - female householder (no husband present)	168	1.7%	78	
Nonfamily household - male householder	108	1.1%	54	
Nonfamily household - female householder	275	2.8%	67	
Income in the past 12 months at or above poverty level	9,319	93.3%	263	
Married-couple family	5,245	52.5%	200	
Other family - male householder (no wife present)	397	4.0%	86	
Other family - female householder (no husband present)	862	8.6%	117	
Nonfamily household - male householder	1,286	12.9%	141	
Nonfamily household - female householder	1,528	15.3%	155	

Source: U.S. Census Bureau, 2013-2017 American Community Survey

Reliability: ▮▮▮ high   ▮▮ medium   ▮ low

ACS Population Summary

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	2013 - 2017 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS BY OTHER INCOME				
Social Security Income	3,361	33.7%	176	🟩
No Social Security Income	6,625	66.3%	247	🟩
Retirement Income	1,799	18.0%	124	🟩
No Retirement Income	8,186	82.0%	257	🟩
GROSS RENT AS A PERCENTAGE OF HOUSEHOLD INCOME IN THE PAST 12 MONTHS				
<10% of Income	123	4.4%	74	🟨
10-14.9% of Income	150	5.4%	34	🟨
15-19.9% of Income	292	10.5%	86	🟨
20-24.9% of Income	307	11.1%	98	🟨
25-29.9% of Income	228	8.2%	75	🟨
30-34.9% of Income	224	8.1%	76	🟨
35-39.9% of Income	117	4.2%	34	🟨
40-49.9% of Income	313	11.3%	75	🟨
50+% of Income	726	26.2%	126	🟩
Gross Rent % Inc Not Computed	291	10.5%	83	🟨
HOUSEHOLDS BY PUBLIC ASSISTANCE INCOME IN THE PAST 12 MONTHS				
Total	9,986	100.0%	255	🟩
With public assistance income	215	2.2%	69	🟨
No public assistance income	9,770	97.8%	258	🟩
HOUSEHOLDS BY FOOD STAMPS/SNAP STATUS				
Total	9,986	100.0%	255	🟩
With Food Stamps/SNAP	560	5.6%	112	🟨
With No Food Stamps/SNAP	9,426	94.4%	262	🟩
HOUSEHOLDS BY DISABILITY STATUS				
Total	9,986	100.0%	255	🟩
With 1+ Persons w/Disability	2,420	24.2%	185	🟩
With No Person w/Disability	7,566	75.8%	261	🟩

Data Note: N/A means not available. Population by Ratio of Income to Poverty Level represents persons for whom poverty status is determined. Household income represents income in 2015, adjusted for inflation.

2013-2017 ACS Estimate: The American Community Survey (ACS) replaces census sample data. Esri is releasing the 2013-2017 ACS estimates, five-year period data collected monthly from January 1, 2011 through December 31, 2015. Although the ACS includes many of the subjects previously covered by the decennial census sample, there are significant differences between the two surveys including fundamental differences in survey design and residency rules.

Margin of error (MOE): The MOE is a measure of the variability of the estimate due to sampling error.   MOEs enable the data user to measure the range of uncertainty for each estimate with 90 percent confidence. The range of uncertainty is called the confidence interval, and it is calculated by taking the estimate +/- the MOE. For example, if the ACS reports an estimate of 100 with an MOE of +/- 20, then you can be 90 percent certain the value for the whole population falls between 80 and 120.

Reliability: These symbols represent threshold values that Esri has established from the Coefficients of Variation (CV) to designate the usability of the estimates. The CV measures the amount of sampling error relative to the size of the estimate, expressed as a percentage.

🟩 High Reliability: Small CVs (less than or equal to 12 percent) are flagged green to indicate that the sampling error is small relative to the estimate and the estimate is reasonably reliable.

🟨 Medium Reliability: Estimates with CVs between 12 and 40 are flagged yellow-use with caution.

🟥 Low Reliability: Large CVs (over 40 percent) are flagged red to indicate that the sampling error is large relative to the estimate. The estimate is considered very unreliable.

Reliability: 🟩 high 🟨 medium 🟥 low

March 03, 2020

Business Locator

75 RT-15, Lafayette, New Jersey, 07848
Rings: 1, 3, 5 mile radii

2010 Residential Population:	28,028		2019 Total Sales ($000)	$3,838,653
2019 Residential Population:	27,646		2019 Total Employees	20,996
2024 Residential Population:	27,008		Employee/Residential Population Ratio:	0.76:1
Annual Population Growth 2019 - 2024	-0.47%		Total Number of Businesses:	1,992

SIC Code	Business Name	Franchise	Distance From Site in Miles	Employees	Sales ($000)
723106	VILLAGE MANE STATE ROUTE 15 LAFAYETTE, NJ 07848		0.03 SW	25	$1,213
832218	PASS IT ALONG STATE ROUTE 15 LAFAYETTE, NJ 07848		0.03 SW	3	$154
594113	WHITEWATER FLIES STATE ROUTE 15 LAFAYETTE, NJ 07848		0.03 SW	3	$636
599931	MAIDENFORM OUTLET STATE ROUTE 15 LAFAYETTE, NJ 07848	E	0.03 SW	2	$317
581208	LAFAYETTE HOUSE STATE ROUTE 15 LAFAYETTE, NJ 07848		0.03 SW	6	$298
593202	CHARM LLC STATE ROUTE 15 LAFAYETTE, NJ 07848		0.03 SW	2	$137
571403	PAINTED BARN STATE ROUTE 15 LAFAYETTE, NJ 07848		0.03 SW	1	$209
602103	ATM STATE ROUTE 15 LAFAYETTE, NJ 07848	º	0.03 SW	0	$0
593202	SOPHIE G'S ATTIC STATE ROUTE 15 LAFAYETTE, NJ 07848		0.03 SW	2	$137
729934	WW (WEIGHT WATCHERS) STATE ROUTE 15 LAFAYETTE, NJ 07848	W	0.03 SW	12	$368
594712	LYNN'S HOME DECOR & GIFTS STATE ROUTE 15 LAFAYETTE, NJ 07848		0.03 SW	1	$200
562105	FELICIA'S BOUTIQUE STATE ROUTE 15 LAFAYETTE, NJ 07848		0.03 SW	2	$242
599201	FLOWERS IN THE ATTIC STATE ROUTE 15 LAFAYETTE, NJ 07848		0.03 SW	2	$161
599999	AM RETAIL GROUP STATE HIGHWAY 15 LAFAYETTE, NJ 07848		0.05 NW	2	$317

Data Note: Businesses are listed based on their proximity to the study area location. A maximum of 250 records can be displayed on one report. Data on the Business Locations report is based on the businesses whose location falls within the area of study. Total Sales, Total Daytime Business Population, Total Number of Businesses, and the Daytime Business (pop)/Residential Ratio are calculated using the collection of business points that fall within the area of study.
Source: Copyright 2019 Infogroup and Esri. Esri Total Residential Population forecasts for 2019. Infogroup Business Locations (Oct 2019).

March 03, 2020

Business Locator

75 RT-15, Lafayette, New Jersey, 07848

Rings: 1, 3, 5 mile radii

Lafayette development

Latitude: 41.09452

Longitude: -74.68607

SIC Code	Business Name	Franchise	Distance From Site in Miles	Employees	Sales ($000)
593202	ANTIQUE PHOTO STORE STATE ROUTE 15 LAFAYETTE, NJ 07848		0.06 SE	2	$137
821103	LAKELAND ANDOVER SCHOOL STATE ROUTE 15 LAFAYETTE, NJ 07848	PQ	0.14 SE	25	$0
804101	TAKACS CHIROPRACTIC CTR STATE ROUTE 15 LAFAYETTE, NJ 07848		0.16 NW	11	$720
581222	A G PIZZA & RESTAURANT STATE ROUTE 15 LAFAYETTE, NJ 07848		0.21 SE	4	$199
762902	LAFAYETTE WHIRLPOOL REPAIR STATE ROUTE 15 LAFAYETTE, NJ 07848		0.21 SE	15	$860
581208	LAFAYETTE HOUSE STATE ROUTE 94 LAFAYETTE, NJ 07848		0.24 SE	60	$2,977
769203	FREDON WELDING & IRON WORKS STATE ROUTE 15 LAFAYETTE, NJ 07848		0.24 SE	35	$2,214
179102	JZ ERECTORS INC STATE ROUTE 15 LAFAYETTE, NJ 07848		0.24 SE	8	$1,140
344604	STAIR WORLD STATE ROUTE 15 LAFAYETTE, NJ 07848		0.24 SE	35	$3,275
152105	JAK CONTRACTING WHITE LAKE RD LAFAYETTE, NJ 07848		0.27 SE	2	$664
999977	SHEEP THRILLS STATE ROUTE 15 LAFAYETTE, NJ 07848		0.27 NW	0	$0
504403	MOUNTFORD TA INC STATE ROUTE 15 LAFAYETTE, NJ 07848		0.28 SE	7	$6,108
152144	CHARLIE CLINK & SONS STATE ROUTE 15 LAFAYETTE, NJ 07848		0.28 SE	2	$664
179977	COMPLETE CONTRACTING STATE ROUTE 15 LAFAYETTE, NJ 07848		0.30 SE	2	$362
594712	CHOCOLATE GOAT GIFT SHOPPE STATE ROUTE 15 LAFAYETTE, NJ 07848		0.31 NW	5	$428
599201	ROSE PETAL PORCH STATE ROUTE 15 LAFAYETTE, NJ 07848		0.32 NW	2	$161

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SIC Code	Business Name	Franchise	Distance From Site in Miles	Employees	Sales ($000)
562105	BRICK & MORTAR MARKETPLACE STATE ROUTE 15 LAFAYETTE, NJ 07848		0.32 NW	1	$121
596102	WIRECARE INC PO BOX 11 LAFAYETTE, NJ 07848		0.32 NW	2	$1,383
411902	LAFAYETTE EMS MORRIS FARM RD LAFAYETTE, NJ 07848		0.32 NW	5	$340
912104	LAFAYETTE TOWNSHIP ROAD DEPT MORRIS FARM RD LAFAYETTE, NJ 07848		0.32 NW	4	$0
593202	JO'S JUNQUE STATE ROUTE 15 LAFAYETTE, NJ 07848		0.32 NW	2	$137
593202	OLDE LAFAYETTE EMPORIUM STATE ROUTE 15 LAFAYETTE, NJ 07848		0.32 NW	2	$137
912104	LAFAYETTE TOWNSHIP MORRIS FARM RD LAFAYETTE, NJ 07848		0.33 SW	6	$0
922404	LAFAYETTE TOWNSHIP FIRE MORRIS FARM RD LAFAYETTE, NJ 07848		0.33 SW	4	$0
594201	BEREAN BIBLE BOOKSTORE MEADOWS RD LAFAYETTE, NJ 07848		0.35 NW	1	$131
866107	REFORMED BAPTIST CHR-LAFAYETTE MEADOWS RD LAFAYETTE, NJ 07848	B	0.35 NW	4	$0
593202	LAFAYETTE MILL ANTIQUE CTR MORRIS FARM RD LAFAYETTE, NJ 07848		0.35 NW	52	$3,562
762902	LAFAYETTE FRIGIDAIRE REPAIR MORRIS FARM RD LAFAYETTE, NJ 07848		0.35 NW	9	$516
599927	VICTORY FRAME SHOP MORRIS FARM RD LAFAYETTE, NJ 07848		0.35 NW	1	$159
593202	SIGN OF THE TIMES MORRIS FARM RD LAFAYETTE, NJ 07848		0.35 NW	1	$69
593202	BOGWATER JIM ANTIQUES MORRIS FARM RD LAFAYETTE, NJ 07848		0.35 NW	2	$137
593202	SWEET PEA'S MORRIS FARM RD LAFAYETTE, NJ 07848		0.35 NW	1	$69

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Business Locator

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SIC Code	Business Name	Franchise	Distance From Site in Miles	Employees	Sales ($000)
581208	MILLSIDE CAFE MORRIS FARM RD LAFAYETTE, NJ 07848		0.35 NW	2	$100
762902	LAFAYETTE KENMORE REPAIR MEADOWS RD LAFAYETTE, NJ 07848		0.36 NW	15	$860
641112	STATE FARM INSURANCE STATE ROUTE 15 LAFAYETTE, NJ 07848	%Y	0.39 SE	3	$459
641112	GLENN JONES-STATE FARM INS STATE ROUTE 15 LAFAYETTE, NJ 07848	Y	0.39 SE	3	$459
762902	LAFAYETTE APPLIANCE REPAIR STATE ROUTE 15 LAFAYETTE, NJ 07848		0.41 SE	3	$172
599929	LIVING PAWSITIVELY STATE ROUTE 15 LAFAYETTE, NJ 07848		0.41 SE	5	$792
769974	BICYCLESOURCE US STATE ROUTE 15 LAFAYETTE, NJ 07848		0.41 SE	2	$315
602103	ATM STATE ROUTE 15 LAFAYETTE, NJ 07848	º¶	0.45 SE	0	$0
602101	LAKELAND BANK STATE ROUTE 15 LAFAYETTE, NJ 07848	¾	0.45 SE	8	$1,628
912103	SUSSEX COUNTY MUN UTILITIES STATE ROUTE 94 LAFAYETTE, NJ 07848		0.48 SE	30	$0
171131	DCO ENERGY-SXLE STATE ROUTE 94 LAFAYETTE, NJ 07848		0.48 SE	3	$428
912103	SCMUA STATE ROUTE 94 LAFAYETTE, NJ 07848		0.48 SE	6	$0
912103	SUSSEX COUNTY WASTE WATER STATE ROUTE 94 LAFAYETTE, NJ 07848		0.48 SE	6	$0
541103	QUICK CHEK STATE ROUTE 15 LAFAYETTE, NJ 07848		0.49 SE	17	$4,221
602103	ATM STATE ROUTE 15 LAFAYETTE, NJ 07848	ÍºCP	0.49 SE	0	$0
078218	ETERNAL SUNSET MEML PARK-CMTRY SUNSET INN RD LAFAYETTE, NJ 07848		0.56 SE	2	$284

March 03, 2020

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SIC Code	Business Name	Franchise	Distance From Site in Miles	Employees	Sales ($000)
922404	LAFAYETTE FIRE DEPT STATE ROUTE 15 LAFAYETTE, NJ 07848		0.56 NW	30	$0
553113	KUSTOM KIT KARS INC STATE ROUTE 15 LAFAYETTE, NJ 07848		0.58 NW	1	$242
509901	KRYSTAL GROUP OF CO STATE ROUTE 15 LAFAYETTE, NJ 07848		0.58 NW	2	$1,917
792216	RAVEN DESIGN GROUP STATE ROUTE 15 LAFAYETTE, NJ 07848		0.64 NW	1	$81
874201	GENESIS ENGINEERING LLC SUNSET INN RD LAFAYETTE, NJ 07848		0.66 SE	3	$489
152144	SPARWICK CONTRACTORS SUNSET INN RD LAFAYETTE, NJ 07848		0.66 SE	30	$9,957
551103	LAFAYETTE MOTORS INC STATE ROUTE 15 LAFAYETTE, NJ 07848		0.68 NW	4	$2,127
804101	LAFAYETTE HILLTOP CHIROPRACTIC STATE ROUTE 15 LAFAYETTE, NJ 07848		0.72 SE	12	$785
161101	AMERIPAVE SUNSET INN RD LAFAYETTE, NJ 07848		0.84 SE	2	$628
592102	A'S COUNTRY SPIRITS STATE ROUTE 15 LAFAYETTE, NJ 07848		0.86 NW	1	$275
175203	GRIFFITH FLOOR CO RACE RD LAFAYETTE, NJ 07848		0.88 SW	2	$285
804918	PERFORMANCE REHABILITATION STATE ROUTE 15 LAFAYETTE, NJ 07848		0.91 NW	4	$233
866107	UNITY OF SUSSEX COUNTY MUDCUT RD LAFAYETTE, NJ 07848	1	0.93 NW	1	$0
873303	SUNRISE HOUSE SUNSET INN RD LAFAYETTE, NJ 07848		0.97 SE	100	$0
839921	AMERICAN ADDICTION CTR INC SUNSET INN RD LAFAYETTE, NJ 07848		0.97 SE	2	$0
508744	GREATER NEWTON VACUUM & SEWING STATE ROUTE 15 LAFAYETTE, NJ 07848		0.99 SE	6	$5,501

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SIC Code	Business Name	Franchise	Distance From Site in Miles	Employees	Sales ($000)
581209	BAGFUL O BAGELS STATE ROUTE 15 LAFAYETTE, NJ 07848		0.99 SE	2	$100
723106	VILLAGE MANE SALON AT 15 STATE ROUTE 15 LAFAYETTE, NJ 07848		0.99 SE	4	$195
472411	MOUNTAINSIDE STABLES SUNSET INN RD LAFAYETTE, NJ 07848		1.02 SE	4	$991
519202	STARMAN AMERICA CORP MUDCUT RD LAFAYETTE, NJ 07848		1.02 NW	3	$3,159
179403	CARSON CORP STATE ROUTE 94 LAFAYETTE, NJ 07848		1.03 SW	50	$7,120
075203	FATHER JOHNS ANIMAL HOUSE FATHER JOHNS LN LAFAYETTE, NJ 07848		1.04 SE	2	$165
723106	ROZSA HAIR DESIGN STATE ROUTE 15 LAFAYETTE, NJ 07848		1.06 NW	2	$98
171198	GEZA'S PLUMBING & HEATING STATE ROUTE 15 LAFAYETTE, NJ 07848		1.06 NW	1	$143
628205	COMMONWEALTH FINANCIAL NTWRK STATE ROUTE 15 LAFAYETTE, NJ 07848		1.06 NW	1	$311
872101	HENNION HARRY D & CO STATE ROUTE 15 LAFAYETTE, NJ 07848		1.06 NW	2	$295
078204	JIROUX CONTRACTORS INC STATE ROUTE 15 LAFAYETTE, NJ 07848		1.07 NW	1	$142
753801	SOLAR TIRE & AUTOMOTIVE SVC STATE ROUTE 15 LAFAYETTE, NJ 07848		1.08 NW	5	$794
546105	DUNKIN' STATE ROUTE 15 LAFAYETTE, NJ 07848	D	1.09 NW	7	$369
161106	MORRIS ASPHALT CO INC DECKER RD LAFAYETTE, NJ 07848		1.10 NW	10	$3,138
999977	VERNON COLONIAL PLAZA N CHURCH RD SPARTA, NJ 07871		1.10 SE	0	$0
866107	LAFAYETTE FEDERATED CHURCH STATE ROUTE 15 LAFAYETTE, NJ 07848	1	1.11 NW	12	$0

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75 RT-15, Lafayette, New Jersey, 07848
Rings: 1, 3, 5 mile radii

Lafayette development
Latitude: 41.09452
Longitude: -74.68607

SIC Code	Business Name	Franchise	Distance From Site in Miles	Employees	Sales ($000)
551105	W CAMPBELL SUPPLY CO OF SUSSEX STATESVILLE QUARRY RD LAFAYETTE, NJ 07848		1.12 NW	20	$10,633
762902	LAFAYETTE MAYTAG REPAIR LAFAYETTE RD LAFAYETTE, NJ 07848		1.12 SE	10	$574
999977	AMERIKUSTO LLC DEMAREST RD SPARTA, NJ 07871		1.13 SE	0	$0
478977	FIRST STUDENT INC STATE ROUTE 94 LAFAYETTE, NJ 07848		1.15 SW	120	$15,812
753801	JIM'S AUTOMOTIVE-CLASSIC CARS LAFAYETTE RD SPARTA, NJ 07871		1.15 SE	2	$318
874201	STANFORD RISK MGMT SVC INC THOMAS RD LAFAYETTE, NJ 07848		1.19 SW	1	$163
508401	CASAGRANDE USA VAN SICKLE RD LAFAYETTE, NJ 07848		1.20 NW	3	$3,739
653118	RE/MAX DEMAREST RD SPARTA, NJ 07871	6	1.20 SE	13	$1,328
721201	LAFAYETTE CLEANERS STATE ROUTE 15 LAFAYETTE, NJ 07848		1.21 NW	2	$230
504604	GOURMET SERVING SOLUTIONS STATE ROUTE 15 LAFAYETTE, NJ 07848		1.21 NW	7	$8,192
581222	LITTLE BELLAS ITALIAN RSTRNT STATE ROUTE 15 LAFAYETTE, NJ 07848		1.21 NW	4	$199
599909	NEWTON TROPHY & SPORT CTR STATE ROUTE 15 LAFAYETTE, NJ 07848		1.21 NW	2	$317
546105	LAFAYETTE DONUTS LLC STATE ROUTE 15 LAFAYETTE, NJ 07848		1.21 NW	1	$53
175203	EVERLASTING FLOORS STATE ROUTE 15 LAFAYETTE, NJ 07848		1.21 NW	2	$285
571908	FIREFOX ENERGY CONCEPTS STATE ROUTE 15 LAFAYETTE, NJ 07848		1.21 NW	1	$211
602103	ATM STATE ROUTE 15 LAFAYETTE, NJ 07848	º	1.21 NW	0	$0

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599961	FOX ENERGY CONCEPTS LLC STATE ROUTE 15 LAFAYETTE, NJ 07848		1.21 NW	2	$317
751401	ENTERPRISE RENT-A-CAR STATE ROUTE 15 LAFAYETTE, NJ 07848	0	1.21 NW	4	$991
562104	SEW N SEW BRIDAL & TUXEDO STATE ROUTE 15 LAFAYETTE, NJ 07848		1.21 NW	2	$242
762902	LAFAYETTE GE REPAIR STATE ROUTE 15 LAFAYETTE, NJ 07848		1.21 NW	13	$746
723106	SALON ECLIPSE STATE ROUTE 15 LAFAYETTE, NJ 07848		1.21 NW	4	$195
581208	FAT STEVOS CHEESESTEAKS STATE ROUTE 15 LAFAYETTE, NJ 07848		1.21 NW	6	$298
075202	ABBEY GLEN PET MEMORIAL PARK STATE ROUTE 94 LAFAYETTE, NJ 07848		1.24 SW	25	$2,061
495304	ORCHARD HILL SPECIAL WSTE MGMT STATE ROUTE 94 LAFAYETTE, NJ 07848		1.24 SW	40	$9,500
171123	APPLIED SERVICE CORP OLD BEAVER RUN RD LAFAYETTE, NJ 07848		1.26 NE	25	$3,560
152101	NORTH JERSEY CUSTOM DECKS LLC WARBASSE JUNCTION RD LAFAYETTE, NJ 07848		1.32 SW	1	$332
173102	HAYENHJELM ELECTRIC CO LLC STATESVILLE QUARRY RD LAFAYETTE, NJ 07848		1.32 NW	4	$570
738988	TRI COR INDL PACKAGING BROOKFIELD DR SPARTA, NJ 07871		1.33 SE	8	$798
738988	TRI-COR FLEXIBLE PACKAGING INC BROOKFIELD DR SPARTA, NJ 07871		1.33 SE	30	$2,990
399903	DERMODY ASSOCIATES INC-TCHFLX BROOKFIELD DR SPARTA, NJ 07871		1.35 SE	40	$9,993
573117	LANTEK BROOKFIELD DR SPARTA, NJ 07871		1.35 SE	4	$981
422503	ALMAR SELF STORAGE BROOKFIELD DR SPARTA, NJ 07871		1.35 SE	1	$90

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655302	NNJ VETERANS MEMORIAL CEMETERY N CHURCH RD SPARTA, NJ 07871		1.36 SE	2	$140
738940	DEMAREST DRAFTING CO INC LITTLE RD LAFAYETTE, NJ 07848		1.36 NW	2	$200
731908	DIRECT DISTRIBUTION SYSTS LLC SNOVER RD LAFAYETTE, NJ 07848		1.38 SW	4	$1,237
526106	MULCH CONCEPT LLC STATE ROUTE 94 LAFAYETTE, NJ 07848		1.39 SW	4	$1,034
508515	RUBBER FAB MOLDING & GASKET BROOKFIELD DR SPARTA, NJ 07871		1.41 SE	40	$48,846
753201	UNICAR AUTOBODY BROOKFIELD DR SPARTA, NJ 07871		1.41 SE	10	$1,517
152103	SPARTA TRADES KITCHENS & BATHS LAFAYETTE RD SPARTA, NJ 07871		1.45 SE	6	$1,992
171131	ECO ENERGY OPTIONS LAFAYETTE RD SPARTA, NJ 07871		1.45 SE	3	$428
553123	LAFAYETTE DISCOUNT TIRE & AUTO MCCLOUD LN LAFAYETTE, NJ 07848		1.48 SE	1	$242
873111	LION TECHNOLOGY LAFAYETTE RD SPARTA, NJ 07871		1.50 SE	50	$0
799945	EAST WEST KARATE ACADEMY LAFAYETTE RD SPARTA, NJ 07871		1.50 SE	1	$84
511308	PIONEER PACKAGING WILSON DR SPARTA, NJ 07871		1.51 SE	29	$45,557
171105	R POUST HEATING & COOLING INC WILSON DR SPARTA, NJ 07871		1.51 SE	20	$2,848
173101	C J ELECTRIC WILSON DR SPARTA, NJ 07871		1.51 SE	6	$855
171105	MR ROOTER PLUMBING WILSON DR SPARTA, NJ 07871	M245	1.51 SE	13	$1,852
173101	SPECTRUM FIRE & SECURITY INC WILSON DR SPARTA, NJ 07871		1.51 SE	6	$855

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SIC Code	Business Name	Franchise	Distance From Site in Miles	Employees	Sales ($000)
353101	GATE TECHNOLOGIES INC WILSON DR SPARTA, NJ 07871		1.51 SE	13	$5,807
735398	R POUST WATER WELL & PUMP SVC WILSON DR SPARTA, NJ 07871		1.51 SE	3	$775
507405	KG SOLAR & RENEWABLE ENERGY WILSON DR SPARTA, NJ 07871		1.51 SE	4	$4,586
872120	20 20 SOLUTIONS INC WILSON DR SPARTA, NJ 07871		1.51 SE	10	$1,472
504905	MCKINLEY SCIENTIFIC WILSON DR SPARTA, NJ 07871		1.51 SE	8	$8,566
738951	POD DIGITAL PROMOTIONS LLC WILSON DR SPARTA, NJ 07871		1.51 SE	2	$200
599401	SPARTA INDEPENDENT ADVERTISER WILSON DR SPARTA, NJ 07871		1.51 SE	3	$119
737904	OMNI SYSTEMS ASSOC WILSON DR SPARTA, NJ 07871		1.51 SE	3	$615
359903	H & H MACHINING & SHEET METAL WHITE LAKE RD SPARTA, NJ 07871		1.52 SE	9	$931
422503	BINS & BAYS SELF STORAGE WHITE LAKE RD SPARTA, NJ 07871		1.52 SE	1	$90
326398	BON CHEF INC STATE ROUTE 94 LAFAYETTE, NJ 07848		1.53 SW	48	$1,933
323108	CRYSTAL GENESIS WILSON DR SPARTA, NJ 07871		1.54 SE	3	$481
078301	DURGA TREE INTL WILSON DR SPARTA, NJ 07871		1.54 SE	3	$425
506324	SPS SECURITY PROD SYSTS INC WILSON DR SPARTA, NJ 07871		1.54 SE	8	$7,594
506369	ADVANCED PRECISION INC WILSON DR SPARTA, NJ 07871		1.55 SE	19	$18,036
999977	THERMOPLASTIC BIOLOGIC WHITE LAKE RD SPARTA, NJ 07871		1.57 SE	0	$0

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SIC Code	Business Name	Franchise	Distance From Site in Miles	Employees	Sales ($000)
516202	B & W PLASTICS WILSON DR SPARTA, NJ 07871		1.57 SE	6	$10,943
999977	RADVA CORP WILSON DR SPARTA, NJ 07871		1.57 SE	0	$0
506336	TESTO INC WHITE LAKE RD SPARTA, NJ 07871		1.58 SE	4	$3,797
872102	DISPENZIERE & ASSOC WILSON DR SPARTA, NJ 07871		1.58 SE	3	$442
508427	CDS CORP WILSON DR SPARTA, NJ 07871		1.59 SE	3	$3,739
171117	LOSMA INC WILSON DR SPARTA, NJ 07871		1.59 SE	3	$428
356298	ROLLON CORP WILSON DR SPARTA, NJ 07871		1.59 SE	40	$9,381
874802	FIREFIGHTER ONE LLC WILSON DR SPARTA, NJ 07871		1.60 SE	2	$289
874208	FF1 PROFESSIONAL SAFETY SVC WILSON DR SPARTA, NJ 07871		1.60 SE	3	$489
179607	LAMSON GROUP LLC MILLPOND DR LAFAYETTE, NJ 07848		1.61 SW	15	$2,136
508519	TEESING USA LLC MILLPOND DR LAFAYETTE, NJ 07848		1.61 SW	2	$2,443
504907	THERMCO PRODUCTS INC MILLPOND DR LAFAYETTE, NJ 07848		1.61 SW	6	$6,425
171105	GARDEN STATE PLUMBING & HTG MILLPOND DR LAFAYETTE, NJ 07848		1.61 SW	2	$285
804918	NORTH JERSEY PRO REHAB N CHURCH RD SPARTA, NJ 07871		1.61 NE	5	$291
804301	FAMILY FOOT & ANKLE CARE N CHURCH RD SPARTA, NJ 07871		1.61 NE	4	$444
801101	SKYVIEW ORTHOPEDIC ASSOC LAFAYETTE RD SPARTA, NJ 07871	RV	1.61 SE	10	$1,473

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Source: Copyright 2019 Infogroup and Esri. Esri Total Residential Population forecasts for 2019. Infogroup Business Locations (Oct 2019).

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SIC Code	Business Name	Franchise	Distance From Site in Miles	Employees	Sales ($000)
701111	LAKE PARADISE RESORT LAFAYETTE RD SPARTA, NJ 07871		1.61 SE	25	$1,773
804918	PREMIERE HEALTH ASSOC LLC LAFAYETTE RD SPARTA, NJ 07871		1.61 SE	12	$697
807103	ADVANCED IMAGING ASSOC LLC LAFAYETTE RD SPARTA, NJ 07871		1.61 SE	5	$874
356905	KOMLINE-SANDERSON ENGINEERING WHITE LAKE RD SPARTA, NJ 07871		1.61 SE	6	$1,076
799945	IRON TEMPLE WHITE LAKE RD SPARTA, NJ 07871		1.61 SE	1	$84
481302	PLUS TELECOM CORP WHITE LAKE RD SPARTA, NJ 07871		1.61 SE	8	$3,189
507405	KG BUILDERS DEMAREST RD SPARTA, NJ 07871		1.63 SE	10	$11,465
507405	KG SOLAR & RENEWABLE ENERGY DEMAREST RD SPARTA, NJ 07871		1.63 SE	4	$4,586
791101	PERFECT POINTE PERFORMING ARTS GAIL CT SPARTA, NJ 07871		1.64 SE	2	$88
873402	MARYPAUL LABORATORIES WILSON DR SPARTA, NJ 07871		1.64 SE	48	$0
804950	CHILDREN'S THERAPY CTR-NORTH WILSON DR SPARTA, NJ 07871		1.66 SE	6	$349
809921	SKYLANDS WELLNESS WILSON DR SPARTA, NJ 07871		1.66 SE	3	$407
275998	PRINTING CENTER WHITE LAKE RD SPARTA, NJ 07871		1.67 SE	30	$4,551
382998	JOHN C ERNST CO INC GAIL CT SPARTA, NJ 07871		1.67 SE	11	$6,701
792918	TOM COSTELLO MUSIC CEDAR RIDGE RD LAFAYETTE, NJ 07848		1.67 NE	1	$56
801101	SPARTA MEDICAL ASSOC LAFAYETTE RD SPARTA, NJ 07871	GHI	1.68 SE	4	$590

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SIC Code	Business Name	Franchise	Distance From Site in Miles	Employees	Sales ($000)
801104	EVEREST MEDICAL LABORATORY LAFAYETTE RD SPARTA, NJ 07871		1.68 SE	4	$590
801104	PREMIER HEALTH ASSOC LAFAYETTE RD SPARTA, NJ 07871		1.68 SE	21	$3,093
342902	HIGH POINT SOLUTIONS GAIL CT SPARTA, NJ 07871		1.68 SE	50	$9,380
874130	HIGHPOINT GAIL CT SPARTA, NJ 07871		1.68 SE	5	$1,275
359903	COLINEAR MACHINE & DESIGN WILSON DR SPARTA, NJ 07871		1.68 SE	20	$2,067
751303	U-HAUL NEIGHBORHOOD DEALER WHITE LAKE RD SPARTA, NJ 07871	6	1.69 SE	2	$794
421401	SUPER SELF STORAGE CTR WHITE LAKE RD SPARTA, NJ 07871		1.69 SE	1	$120
422503	BINS & BAYS SELF STORAGE WHITE LAKE RD SPARTA, NJ 07871		1.69 SE	2	$180
871110	CERENZIO & PANARO P C DEMAREST RD SPARTA, NJ 07871		1.70 SE	8	$2,047
653118	ONE WILSON DR LLC DEMAREST RD SPARTA, NJ 07871		1.70 SE	8	$818
874899	CERENZIO & PANARO CONSULTING DEMAREST RD SPARTA, NJ 07871		1.70 SE	2	$289
821103	TIYNY TOWN SCHOOL GAIL CT SPARTA, NJ 07871		1.70 SE	10	$0
733603	MEGA MEDIA CONCEPTS GAIL CT SPARTA, NJ 07871		1.70 SE	3	$258
835102	TINY TOWN PRESCHOOL GAIL CT SPARTA, NJ 07871		1.70 SE	8	$201
356198	CAMAC INDUSTRIES GAIL CT SPARTA, NJ 07871		1.70 SE	5	$1,291
386198	AMERGRAPH CORP LAFAYETTE RD SPARTA, NJ 07871		1.72 SE	25	$0

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SIC Code	Business Name	Franchise	Distance From Site in Miles	Employees	Sales ($000)
361202	HID ULTRAVIOLET LLC LAFAYETTE RD SPARTA, NJ 07871		1.72 SE	8	$1,859
381201	AEROSPACE INDUSTRIES LAFAYETTE RD SPARTA, NJ 07871		1.72 SE	0	$0
799936	GRANT GYMNASTICS INC MILLPOND DR LAFAYETTE, NJ 07848		1.73 SW	4	$334
506397	ACRYLICS UNLIMITED MILLPOND DR LAFAYETTE, NJ 07848		1.73 SW	4	$3,797
799945	NORTH JERSEY MIXED MARTIAL MILLPOND DR LAFAYETTE, NJ 07848		1.73 SW	1	$84
808201	ATHOME MEDICAL MILLPOND DR LAFAYETTE, NJ 07848		1.73 SW	5	$629
539901	NEW SALES & ACTIVATIONS MILLPOND DR LAFAYETTE, NJ 07848		1.73 SW	3	$713
539901	NEW RESIDENTIAL SALES MILLPOND DR LAFAYETTE, NJ 07848		1.73 SW	3	$713
754203	FRISBIE ENTERPRISES MILLPOND DR LAFAYETTE, NJ 07848		1.73 SW	3	$257
596305	SUSSEC COUNT TECH SCHOOL N CHURCH RD SPARTA, NJ 07871		1.73 NE	7	$330
821103	CHARTER SCHOOL N CHURCH RD SPARTA, NJ 07871	0	1.73 NE	25	$0
754203	SPARTA CAR WASH LAFAYETTE RD SPARTA, NJ 07871		1.74 SE	6	$513
599502	EYE CARE NORTHWEST WILSON DR SPARTA, NJ 07871		1.74 SE	3	$423
799945	MMA MILLER BROTHER'S GAIL CT SPARTA, NJ 07871		1.75 SE	1	$84
553102	BEHRINGER CORP GAIL CT SPARTA, NJ 07871		1.75 SE	1	$242
174101	PHILLIPS WILLIAM A MASN CONTR PRICES LN LAFAYETTE, NJ 07848		1.75 SE	1	$143

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SIC Code	Business Name	Franchise	Distance From Site in Miles	Employees	Sales ($000)
832218	WILLOWGLEN ACADEMY-NEW JERSEY WILSON DR SPARTA, NJ 07871		1.76 SE	120	$6,129
154213	DEACON HOMES INC DEMAREST RD SPARTA, NJ 07871		1.76 SE	3	$996
504604	HCH INC DEMAREST RD SPARTA, NJ 07871		1.76 SE	6	$7,022
175203	B & H COMMERCIAL SVC INC DEMAREST RD SPARTA, NJ 07871		1.76 SE	2	$285
571217	WINDSOR CHAIRS WILSON DR SPARTA, NJ 07871		1.76 SE	3	$639
722101	SCHOOLSCREST STUDIOS WILSON DR SPARTA, NJ 07871		1.76 SE	10	$458
351103	ALLIED METRICS SEALS & FSTNERS WILSON DR SPARTA, NJ 07871		1.76 SE	7	$1,874
738401	SCHOOL CRAFT STUDIOS WILSON DR SPARTA, NJ 07871		1.76 SE	1	$55
799936	GIANT GYMNASTICS PARK LAKE RD SPARTA, NJ 07871		1.76 SE	4	$334
508479	HOPATCONG RIGGING CO GAIL CT SPARTA, NJ 07871		1.76 SE	8	$9,971
799105	E CB COLD SPA GAIL CT SPARTA, NJ 07871		1.76 SE	8	$457
899999	RND PART SVC LLC LAFAYETTE RD SPARTA, NJ 07871		1.76 SE	3	$390
804918	HERITAGE HEALTH-PHYSICAL THRPY LAFAYETTE RD SPARTA, NJ 07871		1.76 SE	4	$233
581222	CASA CAPRI LAFAYETTE RD SPARTA, NJ 07871		1.76 SE	15	$745
737801	AURORA COMPUTER URGENT CARE LAFAYETTE RD SPARTA, NJ 07871		1.76 SE	2	$156
653118	SW REALTY PARTNERS LLC LAFAYETTE RD SPARTA, NJ 07871		1.76 SE	10	$1,022

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808201	ABOVE THE REST HOMECARE NJ LAFAYETTE RD SPARTA, NJ 07871		1.76 SE	5	$629
821103	NORTHERN HILLS ACADEMY GAIL CT SPARTA, NJ 07871	EJKNQS	1.77 SE	50	$0
829929	SUSSEX COUNTY EDUCATIONAL SVC GAIL CT SPARTA, NJ 07871		1.77 SE	3	$0
874819	TECHFLEX LNC DEMAREST RD SPARTA, NJ 07871		1.77 SE	51	$7,354
832218	WILLOWGLEN ACADEMY-NEW JERSEY GAIL CT SPARTA, NJ 07871		1.77 SE	3	$154
941103	SUSSEX COUNTY EDUCATION DEPT WHITE LAKE RD SPARTA, NJ 07871		1.79 SE	7	$0
821120	SUSSEX COUNTY SUPT OF SCHOOLS WHITE LAKE RD SPARTA, NJ 07871		1.79 SE	7	$0
349498	ISTEC CORP PARK LAKE RD SPARTA, NJ 07871		1.80 SE	10	$1,206
799101	CROSSFIT SKYLANDS PARK LAKE RD SPARTA, NJ 07871	6	1.80 SE	3	$229
873111	TRACE ENVIRONMENTAL SYSTEMS PARK LAKE RD SPARTA, NJ 07871		1.84 SE	10	$0
508522	FASTENAL PARK LAKE RD SPARTA, NJ 07871	F	1.84 SE	2	$2,443
421205	TRIZONE DELIVERY SYSTEMS LLC BEAVER RUN RD LAFAYETTE, NJ 07848		1.86 NE	2	$300

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Data for all businesses in area	1 mile	3 miles	5 miles
Total Businesses:	47	528	1,878
Total Employees:	436	5,486	21,983
Total Residential Population:	326	4,939	27,646
Employee/Residential Population Ratio (per 100 Residents)	134	111	80

	1 mile Businesses		1 mile Employees		3 miles Businesses		3 miles Employees		5 miles Businesses		5 miles Employees	
by SIC Codes	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	2	4.3%	26	6.0%	19	3.6%	214	3.9%	54	2.9%	347	1.6%
Construction	7	14.9%	60	13.8%	59	11.2%	376	6.9%	165	8.8%	873	4.0%
Manufacturing	2	4.3%	29	6.7%	22	4.2%	349	6.4%	70	3.7%	1,420	6.5%
Transportation	1	2.1%	37	8.5%	15	2.8%	196	3.6%	45	2.4%	509	2.3%
Communication	0	0.0%	2	0.5%	6	1.1%	45	0.8%	11	0.6%	84	0.4%
Utility	0	0.0%	11	2.5%	1	0.2%	42	0.8%	5	0.3%	67	0.3%
Wholesale Trade	3	6.4%	15	3.4%	31	5.9%	257	4.7%	85	4.5%	647	2.9%
Retail Trade Summary	13	27.7%	83	19.0%	121	22.9%	1,737	31.7%	348	18.5%	3,890	17.7%
Home Improvement	1	2.1%	6	1.4%	7	1.3%	176	3.2%	21	1.1%	387	1.8%
General Merchandise Stores	1	2.1%	2	0.5%	4	0.8%	234	4.3%	8	0.4%	355	1.6%
Food Stores	1	2.1%	11	2.5%	8	1.5%	129	2.4%	33	1.8%	629	2.9%
Auto Dealers, Gas Stations, Auto Aftermarket	1	2.1%	7	1.6%	22	4.2%	473	8.6%	47	2.5%	619	2.8%
Apparel & Accessory Stores	1	2.1%	4	0.9%	5	0.9%	23	0.4%	13	0.7%	48	0.2%
Furniture & Home Furnishings	0	0.0%	0	0.0%	9	1.7%	87	1.6%	26	1.4%	202	0.9%
Eating & Drinking Places	2	4.3%	24	5.5%	26	4.9%	334	6.1%	95	5.1%	988	4.5%
Miscellaneous Retail	6	12.8%	28	6.4%	39	7.4%	281	5.1%	105	5.6%	662	3.0%
Finance, Insurance, Real Estate Summary	1	2.1%	6	1.4%	27	5.1%	187	3.4%	131	7.0%	2,203	10.0%
Banks, Savings & Lending Institutions	0	0.0%	2	0.5%	8	1.5%	60	1.1%	29	1.5%	269	1.2%
Securities Brokers	0	0.0%	0	0.0%	3	0.6%	8	0.1%	18	1.0%	57	0.3%
Insurance Carriers & Agents	0	0.0%	1	0.2%	6	1.1%	53	1.0%	32	1.7%	1,538	7.0%
Real Estate, Holding, Other Investment Offices	1	2.1%	2	0.5%	11	2.1%	66	1.2%	52	2.8%	340	1.5%
Services Summary	14	29.8%	131	30.0%	194	36.7%	1,838	33.5%	790	42.1%	9,314	42.4%
Hotels & Lodging	0	0.0%	0	0.0%	1	0.2%	23	0.4%	4	0.2%	76	0.3%
Automotive Services	1	2.1%	4	0.9%	20	3.8%	128	2.3%	59	3.1%	270	1.2%
Motion Pictures & Amusements	2	4.3%	4	0.9%	24	4.5%	158	2.9%	75	4.0%	596	2.7%
Health Services	1	2.1%	9	2.1%	30	5.7%	281	5.1%	143	7.6%	2,664	12.1%
Legal Services	0	0.0%	0	0.0%	3	0.6%	10	0.2%	40	2.1%	212	1.0%
Education Institutions & Libraries	1	2.1%	28	6.4%	10	1.9%	310	5.7%	46	2.4%	2,286	10.4%
Other Services	10	21.3%	86	19.7%	107	20.3%	928	16.9%	422	22.5%	3,209	14.6%
Government	3	6.4%	36	8.3%	22	4.2%	239	4.4%	127	6.8%	2,595	11.8%
Unclassified Establishments	1	2.1%	0	0.0%	9	1.7%	4	0.1%	47	2.5%	34	0.2%
Totals	47	100.0%	436	100.0%	528	100.0%	5,486	100.0%	1,878	100.0%	21,983	100.0%

March 03, 2020

Business Summary

75 RT-15, Lafayette, New Jersey, 07848
Rings: 1, 3, 5 mile radii

Lafayette development
Latitude: 41.09452
Longitude: -74.68607

by NAICS Codes	Businesses Number	Businesses Percent	Employees Number	Employees Percent	Businesses Number	Businesses Percent	Employees Number	Employees Percent	Businesses Number	Businesses Percent	Employees Number	Employees Percent
Agriculture, Forestry, Fishing & Hunting	1	2.1%	2	0.5%	7	1.3%	17	0.3%	14	0.7%	39	0.2%
Mining	0	0.0%	16	3.7%	3	0.6%	59	1.1%	5	0.3%	70	0.3%
Utilities	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	0.1%	12	0.1%
Construction	7	14.9%	60	13.8%	59	11.2%	377	6.9%	171	9.1%	886	4.0%
Manufacturing	2	4.3%	29	6.7%	24	4.5%	353	6.4%	75	4.0%	1,382	6.3%
Wholesale Trade	3	6.4%	15	3.4%	31	5.9%	256	4.7%	84	4.5%	645	2.9%
Retail Trade	10	21.3%	54	12.4%	91	17.2%	1,375	25.1%	239	12.7%	2,804	12.8%
Motor Vehicle & Parts Dealers	1	2.1%	7	1.6%	22	4.2%	471	8.6%	37	2.0%	575	2.6%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%	6	1.1%	77	1.4%	11	0.6%	93	0.4%
Electronics & Appliance Stores	0	0.0%	0	0.0%	2	0.4%	6	0.1%	10	0.5%	79	0.4%
Bldg Material & Garden Equipment & Supplies Dealers	1	2.1%	5	1.1%	6	1.1%	174	3.2%	20	1.1%	385	1.8%
Food & Beverage Stores	1	2.1%	5	1.1%	6	1.1%	106	1.9%	29	1.5%	586	2.7%
Health & Personal Care Stores	0	0.0%	0	0.0%	6	1.1%	30	0.5%	22	1.2%	234	1.1%
Gasoline Stations	0	0.0%	0	0.0%	0	0.0%	1	0.0%	10	0.5%	44	0.2%
Clothing & Clothing Accessories Stores	1	2.1%	4	0.9%	8	1.5%	28	0.5%	20	1.1%	63	0.3%
Sport Goods, Hobby, Book, & Music Stores	1	2.1%	2	0.5%	8	1.5%	105	1.9%	18	1.0%	138	0.6%
General Merchandise Stores	1	2.1%	2	0.5%	4	0.8%	234	4.3%	8	0.4%	355	1.6%
Miscellaneous Store Retailers	5	10.6%	28	6.4%	21	4.0%	133	2.4%	49	2.6%	212	1.0%
Nonstore Retailers	0	0.0%	0	0.0%	2	0.4%	10	0.2%	6	0.3%	41	0.2%
Transportation & Warehousing	1	2.1%	35	8.0%	12	2.3%	198	3.6%	34	1.8%	472	2.1%
Information	0	0.0%	2	0.5%	8	1.5%	72	1.3%	29	1.5%	387	1.8%
Finance & Insurance	1	2.1%	3	0.7%	17	3.2%	121	2.2%	80	4.3%	1,865	8.5%
Central Bank/Credit Intermediation & Related Activities	0	0.0%	2	0.5%	8	1.5%	60	1.1%	29	1.5%	269	1.2%
Securities, Commodity Contracts & Other Financial	0	0.0%	0	0.0%	3	0.6%	9	0.2%	19	1.0%	59	0.3%
Insurance Carriers & Related Activities; Funds, Trusts &	0	0.0%	1	0.2%	6	1.1%	53	1.0%	32	1.7%	1,538	7.0%
Real Estate, Rental & Leasing	1	2.1%	3	0.7%	17	3.2%	79	1.4%	64	3.4%	361	1.6%
Professional, Scientific & Tech Services	3	6.4%	37	8.5%	38	7.2%	430	7.8%	177	9.4%	1,202	5.5%
Legal Services	0	0.0%	0	0.0%	3	0.6%	10	0.2%	44	2.3%	233	1.1%
Management of Companies & Enterprises	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.1%	5	0.0%
Administrative & Support & Waste Management & Remediation	2	4.3%	16	3.7%	21	4.0%	136	2.5%	64	3.4%	489	2.2%
Educational Services	1	2.1%	31	7.1%	18	3.4%	316	5.8%	67	3.6%	2,300	10.5%
Health Care & Social Assistance	2	4.3%	11	2.5%	40	7.6%	453	8.3%	199	10.6%	3,534	16.1%
Arts, Entertainment & Recreation	1	2.1%	1	0.2%	14	2.7%	138	2.5%	49	2.6%	441	2.0%
Accommodation & Food Services	3	6.4%	30	6.9%	30	5.7%	383	7.0%	108	5.8%	1,125	5.1%
Accommodation	0	0.0%	0	0.0%	1	0.2%	23	0.4%	4	0.2%	76	0.3%
Food Services & Drinking Places	3	6.4%	30	6.9%	29	5.5%	360	6.6%	103	5.5%	1,049	4.8%
Other Services (except Public Administration)	6	12.8%	55	12.6%	68	12.9%	480	8.7%	241	12.8%	1,313	6.0%
Automotive Repair & Maintenance	1	2.1%	2	0.5%	14	2.7%	73	1.3%	42	2.2%	175	0.8%
Public Administration	3	6.4%	36	8.3%	22	4.2%	239	4.4%	128	6.8%	2,620	11.9%
Unclassified Establishments	1	2.1%	0	0.0%	9	1.7%	3	0.1%	46	2.4%	31	0.1%
Total	47	100.0%	436	100.0%	528	100.0%	5,486	100.0%	1,878	100.0%	21,983	100.0%

Source: Copyright 2019 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2019.
Date Note: Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.

March 03, 2020

Demographic and Income Profile

75 RT-15, Lafayette, New Jersey, 07848 — Lafayette development
Ring: 1 mile radius
Latitude: 41.09452
Longitude: -74.68607

Summary	Census 2010	2019	2024
Population	333	326	316
Households	132	129	126
Families	109	107	103
Average Household Size	2.48	2.48	2.47
Owner Occupied Housing Units	119	114	111
Renter Occupied Housing Units	13	16	14
Median Age	43.7	47.4	48.1

Trends: 2019 - 2024 Annual Rate	Area	State	National
Population	-0.62%	0.38%	0.77%
Households	-0.47%	0.34%	0.75%
Families	-0.76%	0.32%	0.68%
Owner HHs	-0.53%	0.60%	0.92%
Median Household Income	1.03%	2.27%	2.70%

Households by Income	2019 Number	2019 Percent	2024 Number	2024 Percent
<$15,000	5	3.9%	5	4.0%
$15,000 - $24,999	6	4.7%	5	4.0%
$25,000 - $34,999	5	3.9%	4	3.2%
$35,000 - $49,999	9	7.0%	8	6.3%
$50,000 - $74,999	19	14.7%	17	13.5%
$75,000 - $99,999	19	14.7%	18	14.3%
$100,000 - $149,999	29	22.5%	27	21.4%
$150,000 - $199,999	13	10.1%	14	11.1%
$200,000+	24	18.6%	27	21.4%

	2019	2024
Median Household Income	$101,624	$106,993
Average Household Income	$134,055	$147,753
Per Capita Income	$46,155	$51,259

Population by Age	Census 2010 Number	Census 2010 Percent	2019 Number	2019 Percent	2024 Number	2024 Percent
0 - 4	13	3.9%	12	3.7%	12	3.8%
5 - 9	20	6.0%	14	4.3%	14	4.4%
10 - 14	26	7.8%	18	5.6%	16	5.1%
15 - 19	28	8.4%	21	6.5%	16	5.1%
20 - 24	17	5.1%	16	4.9%	12	3.8%
25 - 34	25	7.5%	39	12.0%	34	10.8%
35 - 44	45	13.5%	33	10.2%	44	13.9%
45 - 54	63	18.9%	47	14.5%	35	11.1%
55 - 64	54	16.2%	58	17.9%	53	16.8%
65 - 74	26	7.8%	42	13.0%	48	15.2%
75 - 84	12	3.6%	18	5.6%	25	7.9%
85+	4	1.2%	6	1.9%	7	2.2%

| Race and Ethnicity	Census 2010 Number	Census 2010 Percent	2019 Number	2019 Percent	2024 Number	2024 Percent
White Alone	318	95.8%	306	93.9%	294	93.0%
Black Alone	5	1.5%	7	2.1%	8	2.5%
American Indian Alone	0	0.0%	0	0.0%	0	0.0%
Asian Alone	2	0.6%	3	0.9%	3	0.9%
Pacific Islander Alone	0	0.0%	0	0.0%	0	0.0%
Some Other Race Alone	2	0.6%	3	0.9%	3	0.9%
Two or More Races	5	1.5%	7	2.1%	8	2.5%
Hispanic Origin (Any Race)	17	5.1%	23	7.1%	27	8.5%

Data Note: Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

March 03, 2020

Demographic and Income Profile

75 RT-15, Lafayette, New Jersey, 07848
Ring: 1 mile radius

Lafayette development
Latitude: 41.09452
Longitude: -74.68607

Trends 2019-2024

Annual Rate (in percent)

Legend: Area, State, USA

Categories: Population, Households, Families, Owner HHs, Median HH Income

Population by Age

Percent

Legend: 2019, 2024

Age groups: 0-4, 5-9, 10-14, 15-19, 20-24, 25-34, 35-44, 45-54, 55-64, 65-74, 75-84, 85+

2019 Household Income

- $50K - $74K: 14.7%
- $35K - $49K: 7.0%
- $25K - $34K: 3.9%
- $15K - $24K: 4.7%
- <$15K: 3.9%
- $75K - $99K: 14.7%
- $100K - $149K: 22.5%
- $150K - $199K: 10.1%
- $200K+: 18.6%

2019 Population by Race

Percent

Race categories: White, Black, Am. Ind., Asian, Pacific, Other, Two+

2019 Percent Hispanic Origin: 7.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

March 03, 2020
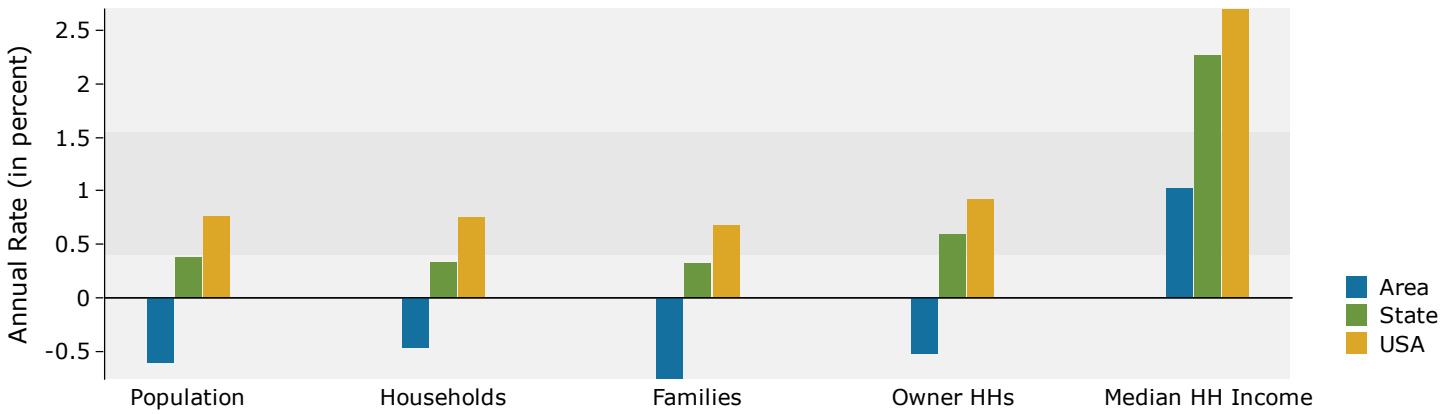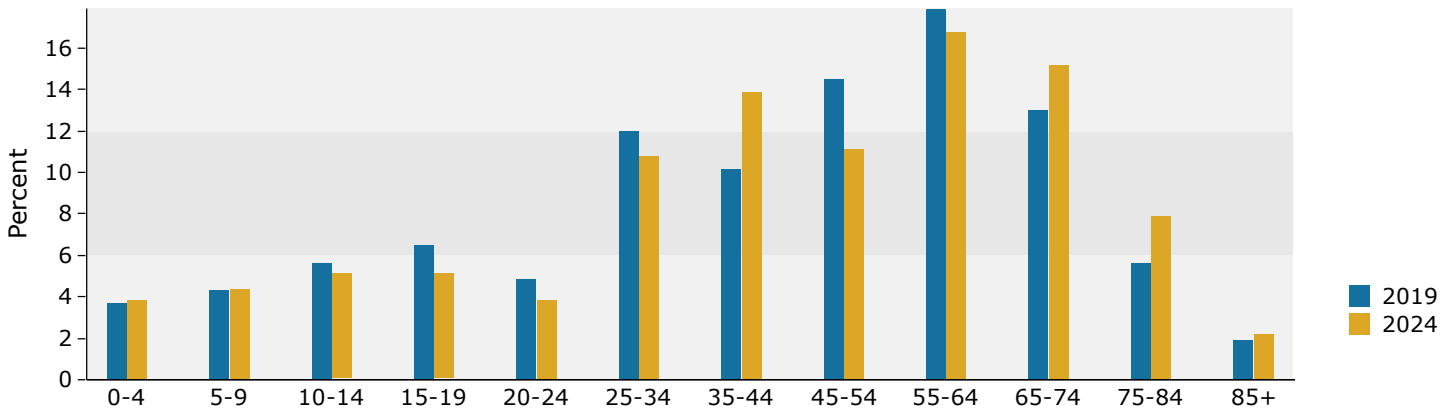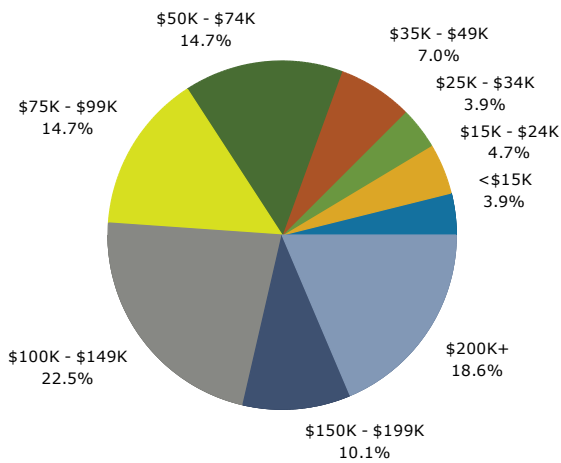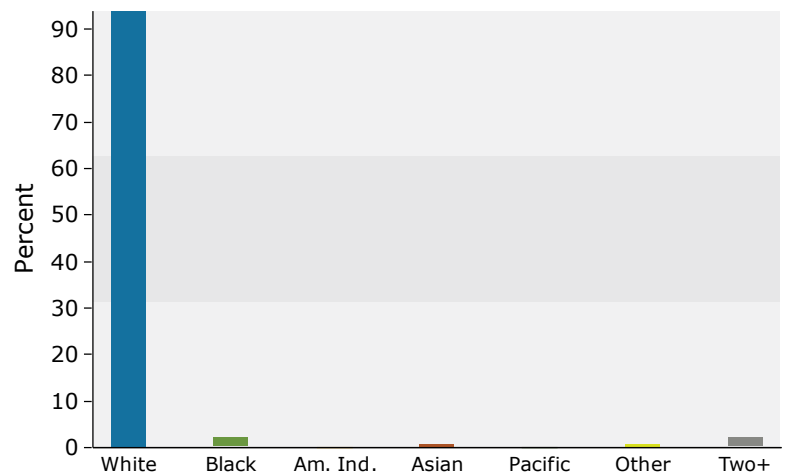
Demographic and Income Profile

75 RT-15, Lafayette, New Jersey, 07848
Ring: 3 mile radius

Lafayette development
Latitude: 41.09452
Longitude: -74.68607

Summary	Census 2010	2019	2024
Population	4,961	4,939	4,830
Households	1,822	1,812	1,770
Families	1,364	1,358	1,326
Average Household Size	2.69	2.69	2.69
Owner Occupied Housing Units	1,630	1,582	1,560
Renter Occupied Housing Units	192	230	209
Median Age	44.1	46.5	46.7

Trends: 2019 - 2024 Annual Rate	Area	State	National
Population	-0.45%	0.38%	0.77%
Households	-0.47%	0.34%	0.75%
Families	-0.48%	0.32%	0.68%
Owner HHs	-0.28%	0.60%	0.92%
Median Household Income	1.81%	2.27%	2.70%

Households by Income	2019 Number	2019 Percent	2024 Number	2024 Percent
<$15,000	63	3.5%	52	2.9%
$15,000 - $24,999	77	4.2%	65	3.7%
$25,000 - $34,999	127	7.0%	103	5.8%
$35,000 - $49,999	147	8.1%	124	7.0%
$50,000 - $74,999	279	15.4%	250	14.1%
$75,000 - $99,999	249	13.7%	238	13.4%
$100,000 - $149,999	383	21.1%	394	22.3%
$150,000 - $199,999	208	11.5%	224	12.7%
$200,000+	279	15.4%	320	18.1%

	2019	2024
Median Household Income	$95,471	$104,424
Average Household Income	$124,790	$140,284
Per Capita Income	$46,053	$51,737

Population by Age	Census 2010 Number	Census 2010 Percent	2019 Number	2019 Percent	2024 Number	2024 Percent
0 - 4	206	4.2%	193	3.9%	194	4.0%
5 - 9	311	6.3%	249	5.0%	240	5.0%
10 - 14	365	7.4%	318	6.4%	289	6.0%
15 - 19	404	8.1%	324	6.6%	286	5.9%
20 - 24	231	4.7%	205	4.1%	175	3.6%
25 - 34	371	7.5%	525	10.6%	456	9.4%
35 - 44	666	13.4%	550	11.1%	673	13.9%
45 - 54	954	19.2%	759	15.4%	621	12.9%
55 - 64	777	15.7%	839	17.0%	761	15.8%
65 - 74	411	8.3%	625	12.7%	685	14.2%
75 - 84	192	3.9%	265	5.4%	355	7.3%
85+	72	1.5%	88	1.8%	96	2.0%

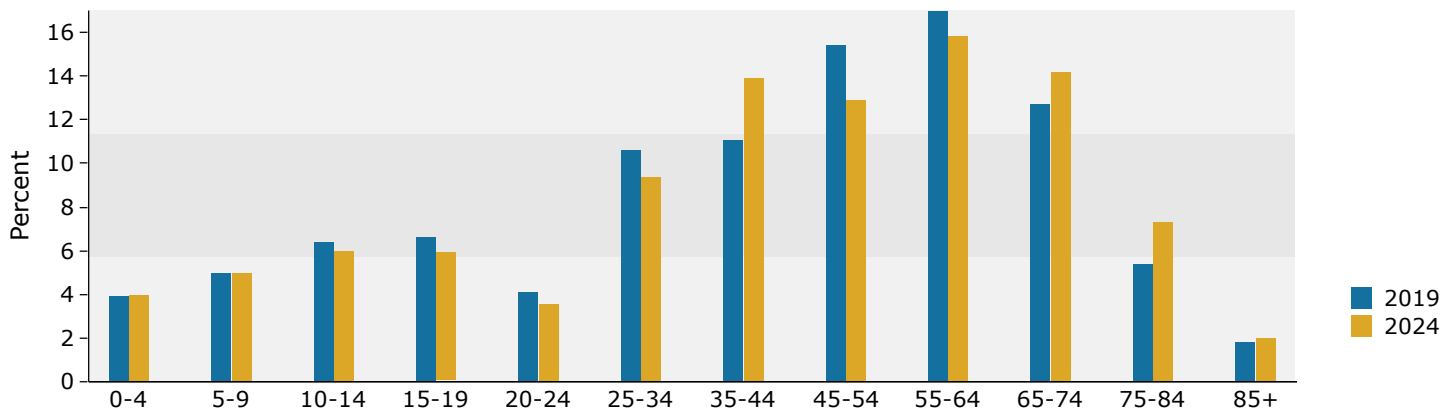| Race and Ethnicity	Census 2010 Number	Census 2010 Percent	2019 Number	2019 Percent	2024 Number	2024 Percent
White Alone	4,666	94.1%	4,557	92.3%	4,396	91.0%
Black Alone	77	1.6%	105	2.1%	122	2.5%
American Indian Alone	6	0.1%	9	0.2%	10	0.2%
Asian Alone	98	2.0%	115	2.3%	125	2.6%
Pacific Islander Alone	1	0.0%	1	0.0%	1	0.0%
Some Other Race Alone	44	0.9%	62	1.3%	74	1.5%
Two or More Races	69	1.4%	90	1.8%	102	2.1%
Hispanic Origin (Any Race)	252	5.1%	348	7.0%	416	8.6%

Data Note: Income is expressed in current dollars.

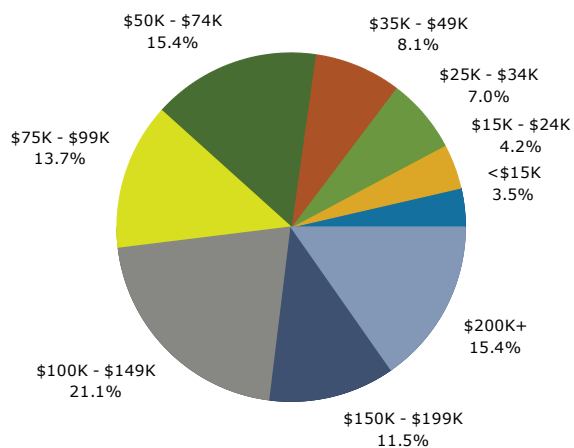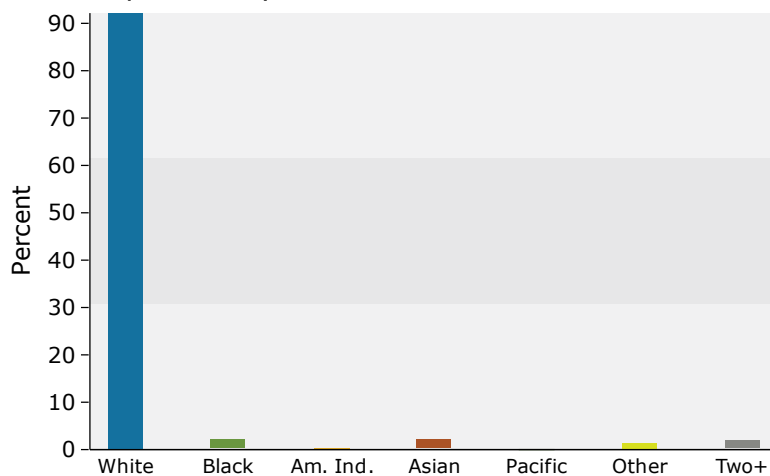**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

March 03, 2020

esri

Demographic and Income Profile

75 RT-15, Lafayette, New Jersey, 07848
Ring: 3 mile radius

Lafayette development
Latitude: 41.09452
Longitude: -74.68607

Trends 2019-2024
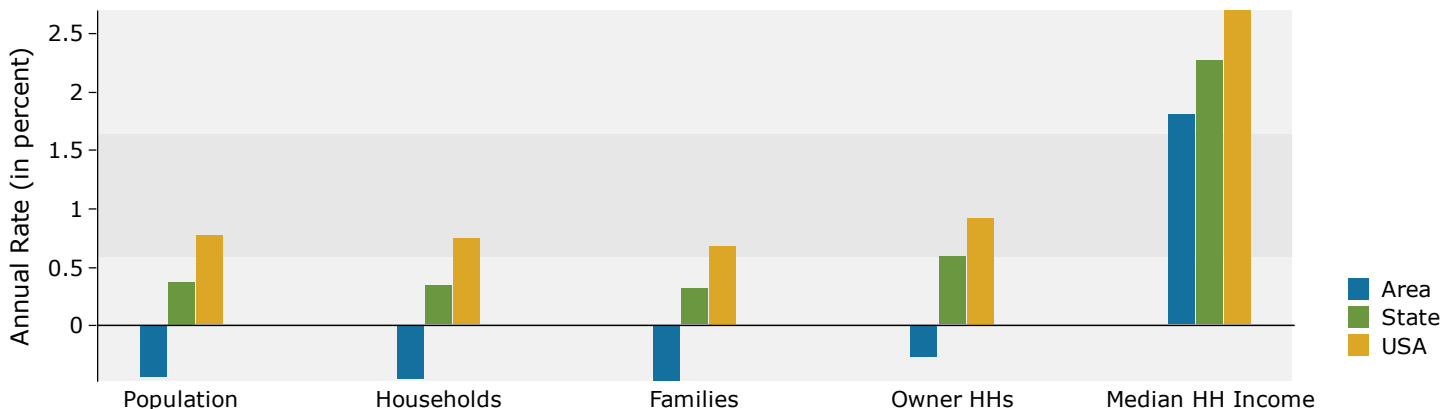
Population by Age

2019 Household Income

$50K - $74K
15.4%

$35K - $49K
8.1%

$25K - $34K
7.0%

$15K - $24K
4.2%

<$15K
3.5%

$75K - $99K
13.7%

$100K - $149K
21.1%

$150K - $199K
11.5%

$200K+
15.4%

2019 Population by Race

2019 Percent Hispanic Origin: 7.0%

Demographic and Income Profile

75 RT-15, Lafayette, New Jersey, 07848
Ring: 5 mile radius

Lafayette development
Latitude: 41.09452
Longitude: -74.68607

Summary	Census 2010	2019	2024
Population	28,028	27,646	27,008
Households	10,084	9,933	9,690
Families	7,134	7,027	6,856
Average Household Size	2.67	2.67	2.67
Owner Occupied Housing Units	7,497	7,080	7,029
Renter Occupied Housing Units	2,587	2,854	2,660
Median Age	42.7	45.0	45.3

Trends: 2019 - 2024 Annual Rate	Area	State	National
Population	-0.47%	0.38%	0.77%
Households	-0.49%	0.34%	0.75%
Families	-0.49%	0.32%	0.68%
Owner HHs	-0.14%	0.60%	0.92%
Median Household Income	2.33%	2.27%	2.70%

Households by Income	2019 Number	2019 Percent	2024 Number	2024 Percent
<$15,000	605	6.1%	511	5.3%
$15,000 - $24,999	588	5.9%	507	5.2%
$25,000 - $34,999	858	8.6%	725	7.5%
$35,000 - $49,999	837	8.4%	731	7.5%
$50,000 - $74,999	1,345	13.5%	1,219	12.6%
$75,000 - $99,999	1,208	12.2%	1,173	12.1%
$100,000 - $149,999	1,872	18.8%	1,894	19.5%
$150,000 - $199,999	1,186	11.9%	1,287	13.3%
$200,000+	1,435	14.4%	1,641	16.9%
Median Household Income	$88,588		$99,400	
Average Household Income	$118,564		$133,333	
Per Capita Income	$43,229		$48,533	

Population by Age	Census 2010 Number	Census 2010 Percent	2019 Number	2019 Percent	2024 Number	2024 Percent
0 - 4	1,467	5.2%	1,301	4.7%	1,275	4.7%
5 - 9	1,747	6.2%	1,543	5.6%	1,447	5.4%
10 - 14	2,080	7.4%	1,812	6.6%	1,659	6.1%
15 - 19	2,090	7.5%	1,754	6.3%	1,613	6.0%
20 - 24	1,337	4.8%	1,365	4.9%	1,163	4.3%
25 - 34	2,468	8.8%	2,944	10.6%	2,871	10.6%
35 - 44	3,835	13.7%	3,105	11.2%	3,365	12.5%
45 - 54	5,087	18.1%	4,195	15.2%	3,555	13.2%
55 - 64	3,773	13.5%	4,271	15.4%	3,983	14.7%
65 - 74	2,132	7.6%	3,070	11.1%	3,384	12.5%
75 - 84	1,267	4.5%	1,479	5.3%	1,846	6.8%
85+	746	2.7%	806	2.9%	846	3.1%

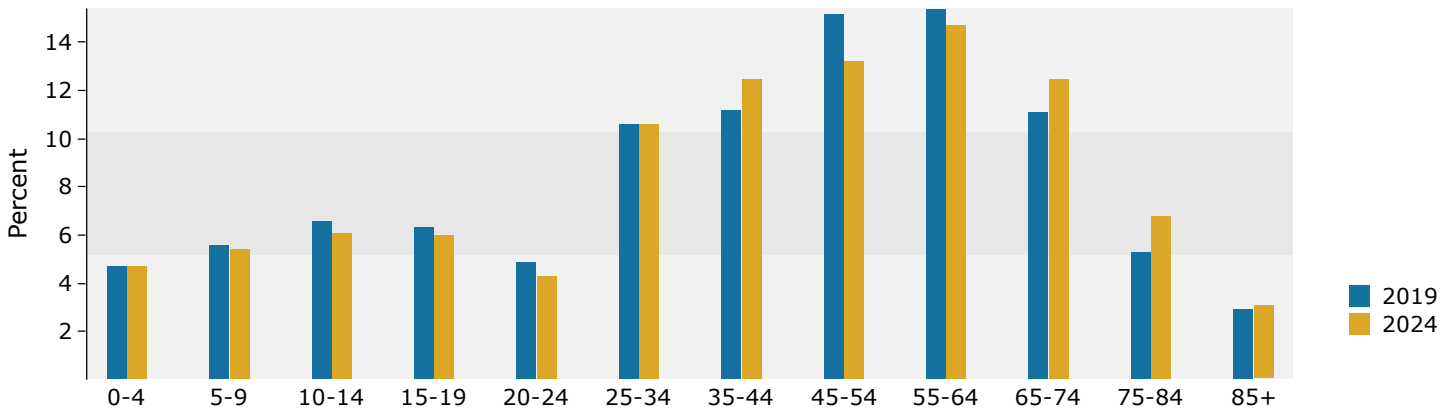| Race and Ethnicity	Census 2010 Number	Census 2010 Percent	2019 Number	2019 Percent	2024 Number	2024 Percent
White Alone	25,522	91.1%	24,514	88.7%	23,487	87.0%
Black Alone	724	2.6%	937	3.4%	1,073	4.0%
American Indian Alone	63	0.2%	81	0.3%	91	0.3%
Asian Alone	712	2.5%	815	2.9%	873	3.2%
Pacific Islander Alone	9	0.0%	10	0.0%	11	0.0%
Some Other Race Alone	517	1.8%	682	2.5%	792	2.9%
Two or More Races	481	1.7%	607	2.2%	681	2.5%
Hispanic Origin (Any Race)	2,099	7.5%	2,778	10.0%	3,256	12.1%

Data Note: Income is expressed in current dollars.

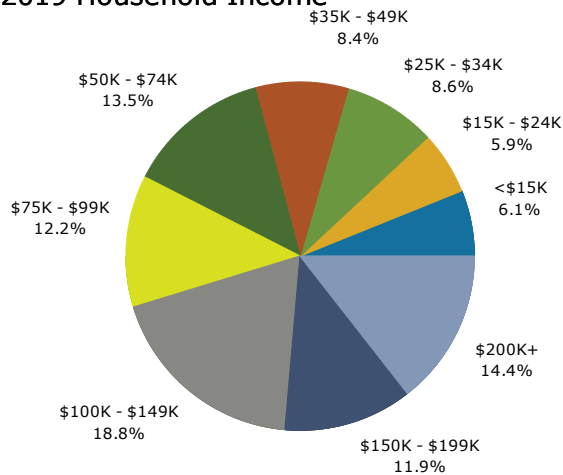**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

March 03, 2020

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Demographic and Income Profile

75 RT-15, Lafayette, New Jersey, 07848   Lafayette development
Ring: 5 mile radius   Latitude: 41.09452
                                                Longitude: -74.68607

Trends 2019-2024

Annual Rate (in percent)

Population Households Families Owner HHs Median HH Income

Legend: Area, State, USA

Population by Age

Percent

0-4 5-9 10-14 15-19 20-24 25-34 35-44 45-54 55-64 65-74 75-84 85+

Legend: 2019, 2024

2019 Household Income

$35K - $49K 8.4%
$25K - $34K 8.6%
$50K - $74K 13.5%
$15K - $24K 5.9%
<$15K 6.1%
$75K - $99K 12.2%
$200K+ 14.4%
$100K - $149K 18.8%
$150K - $199K 11.9%

2019 Population by Race

Percent

White Black Am. Ind. Asian Pacific Other Two+

2019 Percent Hispanic Origin: 10.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.
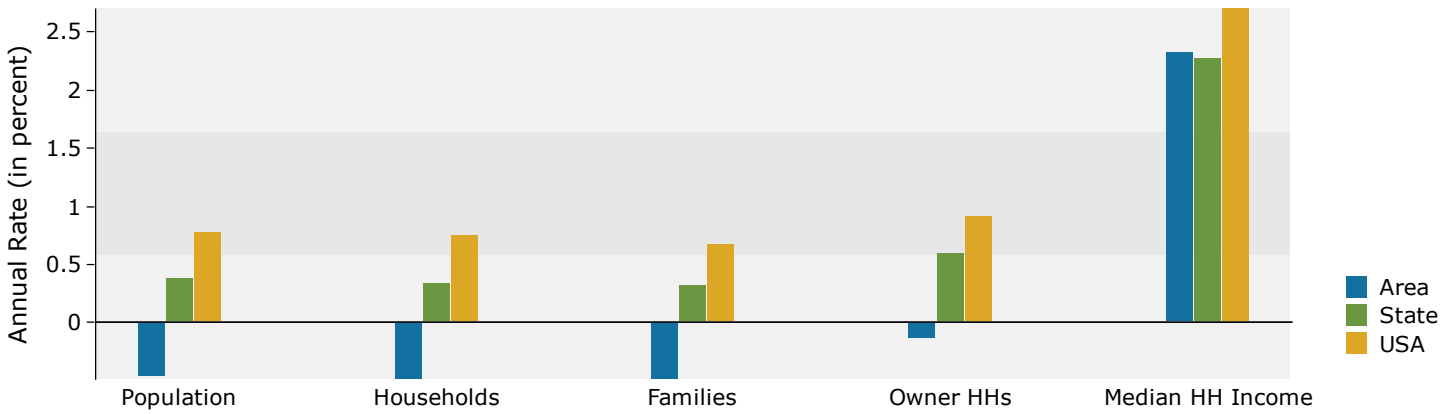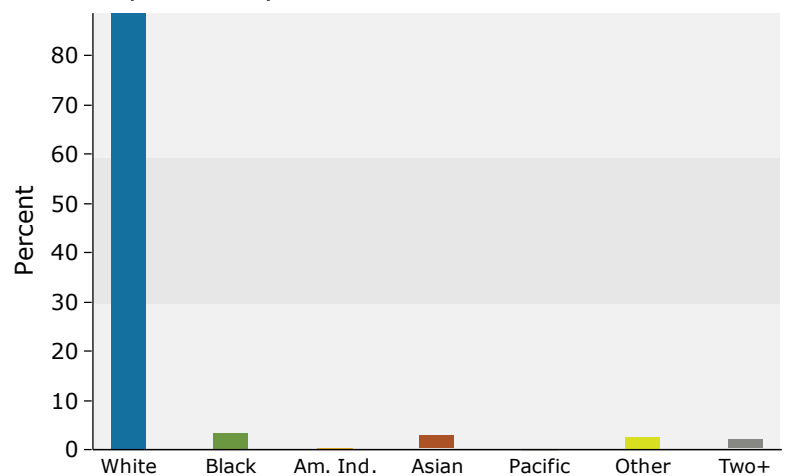
Disposable Income Profile

75 RT-15, Lafayette, New Jersey, 07848
Ring: 1 mile radius

Lafayette development
Latitude: 41.09452
Longitude: -74.68607

	Census 2010	2019	2024	2019-2024 Change	2019-2024 Annual Rate
Population	333	326	316	-10	-0.62%
Median Age	43.7	47.4	48.1	0.7	0.29%
Households	132	129	126	-3	-0.47%
Average Household Size	2.48	2.48	2.47	-0.01	-0.08%

2019 Households by Disposable Income	Number	Percent
Total	129	100.0%
<$15,000	8	6.2%
$15,000-$24,999	6	4.7%
$25,000-$34,999	8	6.2%
$35,000-$49,999	16	12.4%
$50,000-$74,999	28	21.7%
$75,000-$99,999	21	16.3%
$100,000-$149,999	24	18.6%
$150,000-$199,999	13	10.1%
$200,000+	8	6.2%
Median Disposable Income	$75,000	
Average Disposable Income	$92,137	

2019 Disposable Income by Age of Householder	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	1	12	15	27	33	27	15
<$15,000	0	0	0	1	2	3	2
$15,000-$24,999	0	0	0	1	1	1	2
$25,000-$34,999	0	1	0	1	1	1	3
$35,000-$49,999	0	2	1	2	2	4	4
$50,000-$74,999	0	3	4	4	7	7	3
$75,000-$99,999	0	2	3	6	6	2	0
$100,000-$149,999	0	2	3	6	8	3	1
$150,000-$199,999	0	1	2	3	4	3	0
$200,000+	0	0	0	3	2	2	0
Median Disposable Income	$0	$69,080	$85,164	$91,983	$87,588	$61,375	$36,182
Average Disposable Income	$52,424	$73,147	$92,534	$110,496	$101,868	$90,726	$51,526

March 03, 2020

Disposable Income Profile

75 RT-15, Lafayette, New Jersey, 07848
Ring: 3 mile radius

Lafayette development
Latitude: 41.09452
Longitude: -74.68607

	Census 2010	2019	2024	2019-2024 Change	2019-2024 Annual Rate
Population	4,961	4,939	4,830	-109	-0.45%
Median Age	44.1	46.5	46.7	0.2	0.09%
Households	1,822	1,812	1,770	-42	-0.47%
Average Household Size	2.69	2.69	2.69	0.00	0.00%

2019 Households by Disposable Income	Number	Percent
Total	1,812	100.0%
<$15,000	98	5.4%
$15,000-$24,999	107	5.9%
$25,000-$34,999	157	8.7%
$35,000-$49,999	227	12.5%
$50,000-$74,999	375	20.7%
$75,000-$99,999	280	15.5%
$100,000-$149,999	333	18.4%
$150,000-$199,999	147	8.1%
$200,000+	87	4.8%
Median Disposable Income	$69,659	
Average Disposable Income	$86,212	

2019 Disposable Income by Age of Householder	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	11	158	238	382	455	368	200
<$15,000	0	4	3	7	23	37	23
$15,000-$24,999	0	7	7	14	24	26	28
$25,000-$34,999	2	16	9	17	35	36	42
$35,000-$49,999	2	28	15	23	39	65	54
$50,000-$74,999	3	42	57	58	98	86	31
$75,000-$99,999	3	26	56	79	76	34	7
$100,000-$149,999	1	23	58	101	99	43	9
$150,000-$199,999	0	7	28	46	37	24	4
$200,000+	0	4	5	36	23	17	2
Median Disposable Income	$59,546	$61,076	$85,136	$96,831	$76,937	$53,971	$36,223
Average Disposable Income	$69,467	$75,420	$96,213	$112,345	$90,758	$73,843	$46,256

March 03, 2020

75 RT-15, Lafayette, New Jersey, 07848
Ring: 5 mile radius

Lafayette development
Latitude: 41.09452
Longitude: -74.68607

	Census 2010	2019	2024	2019-2024 Change	2019-2024 Annual Rate
Population	28,028	27,646	27,008	-638	-0.47%
Median Age	42.7	45.0	45.3	0.3	0.13%
Households	10,084	9,933	9,690	-243	-0.49%
Average Household Size	2.67	2.67	2.67	0.00	0.00%

2019 Households by Disposable Income	Number	Percent
Total	9,933	100.0%
<$15,000	826	8.3%
$15,000-$24,999	785	7.9%
$25,000-$34,999	955	9.6%
$35,000-$49,999	1,136	11.4%
$50,000-$74,999	1,835	18.5%
$75,000-$99,999	1,388	14.0%
$100,000-$149,999	1,802	18.1%
$150,000-$199,999	762	7.7%
$200,000+	445	4.5%
Median Disposable Income	$65,091	
Average Disposable Income	$82,012	

2019 Disposable Income by Age of Householder	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	138	1,003	1,454	2,140	2,297	1,717	1,184
<$15,000	25	58	41	80	157	241	225
$15,000-$24,999	19	70	70	92	133	142	259
$25,000-$34,999	20	116	92	133	189	194	212
$35,000-$49,999	18	172	109	148	211	263	214
$50,000-$74,999	22	231	320	314	462	349	137
$75,000-$99,999	20	143	306	379	344	150	46
$100,000-$149,999	11	143	318	541	508	224	58
$150,000-$199,999	3	44	169	254	182	90	20
$200,000+	0	27	28	201	113	64	12
Median Disposable Income	$38,278	$56,855	$80,876	$93,728	$74,805	$50,859	$29,205
Average Disposable Income	$50,028	$71,181	$91,402	$108,566	$88,665	$68,826	$41,604

March 03, 2020

Health and Beauty Market Potential

75 RT-15, Lafayette, New Jersey, 07848

Ring: 1 mile radius

Lafayette development
Latitude: 41.09452
Longitude: -74.68607

Demographic Summary	2019	2024
Population	326	316
Population 18+	266	263
Households	129	126
Median Household Income	$101,624	$106,993

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Typically spend 7+ hours exercising per week	66	24.8%	122
Typically spend 4-6 hours exercising per week	64	24.1%	124
Typically spend 1-3 hours exercising per week	63	23.7%	102
Exercise at home 2+ times per week	91	34.2%	125
Exercise at club 2+ times per week	58	21.8%	152
Exercise at other facility 2+ times/wk	30	11.3%	132
Own elliptical	19	7.1%	171
Own stationary bicycle	22	8.3%	160
Own treadmill	40	15.0%	166
Own weight lifting equipment	48	18.0%	156
Control diet for blood sugar level	21	7.9%	78
Control diet for cholesterol level	26	9.8%	99
Control diet for food allergies	6	2.3%	118
Control diet to maintain weight	34	12.8%	128
Control diet for physical fitness	35	13.2%	122
Control diet for salt restriction	8	3.0%	88
Control diet for weight loss	41	15.4%	108
Used doctor`s care/diet for diet method	5	1.9%	76
Used exercise program for diet method	22	8.3%	98
Buy foods specifically labeled as fat-free	28	10.5%	121
Buy foods specifically labeled as gluten-free	14	5.3%	99
Buy foods specifically labeled as high fiber	21	7.9%	112
Buy foods specifically labeled as high protein	27	10.2%	127
Buy foods specifically labeled as lactose-free	9	3.4%	104
Buy foods specifically labeled as low-calorie	22	8.3%	111
Buy foods specifically labeled as low-carb	19	7.1%	103
Buy foods specifically labeled as low-cholesterol	14	5.3%	109
Buy foods specifically labeled as low-fat	30	11.3%	138
Buy foods specifically labeled as low-sodium	29	10.9%	110
Buy foods specifically labeled as natural/organic	44	16.5%	126
Buy foods specifically labeled as probiotic	14	5.3%	128
Buy foods specifically labeled as sugar-free	23	8.6%	95
Used meal/dietary/weight loss supplement last 6 months	22	8.3%	100
Used vitamins/dietary supplements in last 6 months	160	60.2%	111
Provide services as a primary caregiver/caretaker	17	6.4%	86
Visited doctor in last 12 months	224	84.2%	109
Visited doctor in last 12 months: 1-2 times	62	23.3%	96
Visited doctor in last 12 months: 3-5 times	69	25.9%	112
Visited doctor in last 12 months: 6+ times	93	35.0%	119
Visited doctor in last 12 months: cardiologist	19	7.1%	92
Visited doctor in last 12 months: chiropractor	21	7.9%	110
Visited doctor in last 12 months: dentist	131	49.2%	131
Visited doctor in last 12 months: dermatologist	35	13.2%	149
Visited doctor in last 12 months: ear/nose/throat	14	5.3%	115
Visited doctor in last 12 months: eye	69	25.9%	119
Visited doctor in last 12 months: gastroenterologist	15	5.6%	131
Visited doctor in last 12 months: general/family	126	47.4%	114
Visited doctor in last 12 months: internist	24	9.0%	158
Visited doctor in last 12 months: physical therapist	19	7.1%	136
Visited doctor in last 12 months: podiatrist	9	3.4%	117
Visited doctor in last 12 months: urologist	12	4.5%	118
Visited nurse practitioner in last 12 months	18	6.8%	108

March 03, 2020

Health and Beauty Market Potential

75 RT-15, Lafayette, New Jersey, 07848   Lafayette development
Ring: 1 mile radius   Latitude: 41.09452
                                                                            Longitude: -74.68607

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Wear regular/sun/tinted prescription eyeglasses	118	44.4%	115
Wear bifocals	44	16.5%	116
Wear disposable contact lenses	19	7.1%	117
Wear soft contact lenses	34	12.8%	135
Wear transition lenses	18	6.8%	124
Spent on eyeglasses in last 12 months: $1-99	6	2.3%	84
Spent on eyeglasses in last 12 months: $100-$199	10	3.8%	86
Spent on eyeglasses in last 12 months: $200-$249	10	3.8%	124
Spent on eyeglasses in last 12 months: $250+	31	11.7%	125
Spent on contact lenses in last 12 months: <$1-99	6	2.3%	124
Spent on contact lenses in last 12 months: $100-$199	14	5.3%	148
Spent on contact lenses in last 12 months: $200+	13	4.9%	128
Bought prescription eyewear: discount optical ctr	27	10.2%	116
Bought prescription eyewear: private eye doctor	72	27.1%	112
Bought prescription eyewear: retail optical chain	39	14.7%	121
Bought prescription eyewear: online	12	4.5%	144
Used prescription drug for acne	5	1.9%	73
Used prescription drug for allergy/hay fever	18	6.8%	118
Used prescription drug for anxiety/panic	16	6.0%	107
Used prescription drug for arthritis/osteoarthritis	7	2.6%	83
Used prescription drug for rheumatoid arthritis	5	1.9%	71
Used prescription drug for asthma	10	3.8%	91
Used prescription drug for backache/back pain	16	6.0%	87
Used prescription drug for depression	13	4.9%	85
Used prescription drug for diabetes (insulin dependent)	2	0.8%	31
Used prescription drug for diabetes (non-insulin depend)	12	4.5%	103
Used prescription drug for heartburn/acid reflux	14	5.3%	93
Used prescription drug for high blood pressure	35	13.2%	100
Used prescription drug for high cholesterol	24	9.0%	106
Used prescription drug for insomnia	6	2.3%	96
Used prescription drug for migraine headache	7	2.6%	91
Used prescription drug for sinus congestion/headache	10	3.8%	106
Used prescription remedy for sleep apnea	7	2.6%	108
Used prescription drug for urinary tract infection	7	2.6%	77
Filled prescription last 12 months: discount/dept store	8	3.0%	89
Filled prescription last 12 months: drug store/pharmacy	107	40.2%	108
Filled prescription last 12 months: supermarket	23	8.6%	118
Filled prescription last 12 months: mail order	30	11.3%	151
Spent out of pocket prescr drugs/30 days: <$1-9	20	7.5%	116
Spent out of pocket prescr drugs/30 days: $10-19	25	9.4%	111
Spent out of pocket prescr drugs/30 days: $20-29	20	7.5%	126
Spent out of pocket prescr drugs/30 days: $30-49	19	7.1%	112
Spent out of pocket prescr drugs/30 days: $50-99	18	6.8%	117
Spent out of pocket prescr drugs/30 days: $100-149	9	3.4%	123
Spent out of pocket prescr drugs/30 days: $150+	7	2.6%	80

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2019 and 2024.

March 03, 2020

Health and Beauty Market Potential

75 RT-15, Lafayette, New Jersey, 07848   Lafayette development
Ring: 1 mile radius   Latitude: 41.09452
Longitude: -74.68607

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Used last 6 months: cold/sinus/allergy med (nonprescr)	141	53.0%	103
Used last 6 months: cough syrup/suppressant(nonprescr)	85	32.0%	89
Used last 6 months: medicated skin cream/lotion/spray	82	30.8%	101
Used last 6 months: non-medicated nasal spray	40	15.0%	100
Used last 6 months: pain relieving rub/liquid/patch	61	22.9%	91
Used last 6 months: sleeping aid/snore relief	30	11.3%	99
Used last 6 months: sore throat remedy/cough drops	128	48.1%	98
Used last 12 months: sunburn remedy	40	15.0%	96
Used last 12 months: suntan/sunscreen product	146	54.9%	134
Used last 6 months: toothache/gum/canker sore remedy	17	6.4%	63
HH used last 6 months: children`s cold tablets/liquids	14	10.9%	98
HH used last 6 months: children`s cough syrup	12	9.3%	89
HH used kids pain reliever/fever reducer last 6 months	26	20.2%	111
HH used kids vitamins/nutritional suppl last 6 months	16	12.4%	103
Used body wash/shower gel in last 6 months	146	54.9%	88
Used breath freshener in last 6 months	110	41.4%	98
Used breath freshener in last 6 months: gum	64	24.1%	96
Used breath freshener in last 6 months: mints	51	19.2%	102
Used breath freshener in last 6 months: thin film	7	2.6%	107
Used breath freshener 8+ times in last 7 days	25	9.4%	100
Used complexion care product in last 6 months	139	52.3%	109
Used denture adhesive/fixative in last 6 months	7	2.6%	42
Used denture cleaner in last 6 months	15	5.6%	53
Used facial moisturizer in last 6 months	125	47.0%	107
Used personal foot care product in last 6 months	49	18.4%	93
Used hair coloring product (at home) last 6 months	44	16.5%	89
Used hair conditioning treatment (at home)/6 months	61	22.9%	85
Used hair growth product in last 6 months	8	3.0%	97
Used hair spray (at home) in last 6 months	80	30.1%	96
Used hair styling gel/lotion/mousse in last 6 months	93	35.0%	104
Used mouthwash in last 6 months	171	64.3%	98
Used mouthwash 8+ times in last 7 days	38	14.3%	90
Used whitening toothpaste in last 6 months	100	37.6%	117
Used tooth whitener (not toothpaste) in last 6 months	28	10.5%	104
Used tooth whitener (gel) in last 6 months	4	1.5%	73
Used tooth whitener (strips) in last 6 months	15	5.6%	107
Visited a day spa in last 6 months	20	7.5%	161
Purchased product at salon/day spa in last 6 months	18	6.8%	152
Professional srv last 6 months: haircut	188	70.7%	117
Professional srv last 6 months: hair color/highlights	57	21.4%	135
Professional srv last 6 months: facial	9	3.4%	134
Professional srv last 6 months: massage	30	11.3%	152
Professional srv last 6 months: manicure	43	16.2%	131
Professional srv last 6 months: pedicure	56	21.1%	139
Spent $150+ at barber shops in last 6 months	10	3.8%	119
Spent $150+ at beauty salons in last 6 months	55	20.7%	176

March 03, 2020

Health and Beauty Market Potential

75 RT-15, Lafayette, New Jersey, 07848   Lafayette development
Ring: 3 mile radius   Latitude: 41.09452
                                                                                            Longitude: -74.68607

Demographic Summary	2019	2024
Population	4,939	4,830
Population 18+	3,962	3,914
Households	1,812	1,770
Median Household Income	$95,471	$104,424

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Typically spend 7+ hours exercising per week	959	24.2%	119
Typically spend 4-6 hours exercising per week	894	22.6%	116
Typically spend 1-3 hours exercising per week	910	23.0%	99
Exercise at home 2+ times per week	1,281	32.3%	118
Exercise at club 2+ times per week	779	19.7%	137
Exercise at other facility 2+ times/wk	432	10.9%	127
Own elliptical	247	6.2%	150
Own stationary bicycle	294	7.4%	144
Own treadmill	569	14.4%	159
Own weight lifting equipment	680	17.2%	148
Control diet for blood sugar level	333	8.4%	83
Control diet for cholesterol level	377	9.5%	96
Control diet for food allergies	82	2.1%	109
Control diet to maintain weight	494	12.5%	125
Control diet for physical fitness	512	12.9%	120
Control diet for salt restriction	115	2.9%	85
Control diet for weight loss	586	14.8%	103
Used doctor`s care/diet for diet method	70	1.8%	71
Used exercise program for diet method	345	8.7%	103
Buy foods specifically labeled as fat-free	357	9.0%	104
Buy foods specifically labeled as gluten-free	237	6.0%	112
Buy foods specifically labeled as high fiber	295	7.4%	106
Buy foods specifically labeled as high protein	360	9.1%	114
Buy foods specifically labeled as lactose-free	133	3.4%	103
Buy foods specifically labeled as low-calorie	307	7.7%	104
Buy foods specifically labeled as low-carb	297	7.5%	108
Buy foods specifically labeled as low-cholesterol	178	4.5%	93
Buy foods specifically labeled as low-fat	358	9.0%	111
Buy foods specifically labeled as low-sodium	404	10.2%	103
Buy foods specifically labeled as natural/organic	616	15.5%	118
Buy foods specifically labeled as probiotic	195	4.9%	119
Buy foods specifically labeled as sugar-free	314	7.9%	87
Used meal/dietary/weight loss supplement last 6 months	333	8.4%	102
Used vitamins/dietary supplements in last 6 months	2,329	58.8%	109
Provide services as a primary caregiver/caretaker	256	6.5%	87
Visited doctor in last 12 months	3,295	83.2%	108
Visited doctor in last 12 months: 1-2 times	925	23.3%	96
Visited doctor in last 12 months: 3-5 times	1,000	25.2%	109
Visited doctor in last 12 months: 6+ times	1,371	34.6%	118
Visited doctor in last 12 months: cardiologist	300	7.6%	97
Visited doctor in last 12 months: chiropractor	354	8.9%	124
Visited doctor in last 12 months: dentist	1,808	45.6%	122
Visited doctor in last 12 months: dermatologist	457	11.5%	131
Visited doctor in last 12 months: ear/nose/throat	213	5.4%	117
Visited doctor in last 12 months: eye	921	23.2%	107
Visited doctor in last 12 months: gastroenterologist	196	4.9%	115
Visited doctor in last 12 months: general/family	1,908	48.2%	116
Visited doctor in last 12 months: internist	324	8.2%	143
Visited doctor in last 12 months: physical therapist	259	6.5%	125
Visited doctor in last 12 months: podiatrist	135	3.4%	118
Visited doctor in last 12 months: urologist	150	3.8%	99
Visited nurse practitioner in last 12 months	271	6.8%	109

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2019 and 2024.

March 03, 2020

Health and Beauty Market Potential

75 RT-15, Lafayette, New Jersey, 07848

Ring: 3 mile radius

Lafayette development

Latitude: 41.09452

Longitude: -74.68607

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Wear regular/sun/tinted prescription eyeglasses	1,663	42.0%	108
Wear bifocals	649	16.4%	115
Wear disposable contact lenses	260	6.6%	108
Wear soft contact lenses	435	11.0%	116
Wear transition lenses	246	6.2%	114
Spent on eyeglasses in last 12 months: $1-99	100	2.5%	94
Spent on eyeglasses in last 12 months: $100-$199	151	3.8%	87
Spent on eyeglasses in last 12 months: $200-$249	127	3.2%	106
Spent on eyeglasses in last 12 months: $250+	440	11.1%	120
Spent on contact lenses in last 12 months: <$1-99	80	2.0%	111
Spent on contact lenses in last 12 months: $100-$199	179	4.5%	127
Spent on contact lenses in last 12 months: $200+	164	4.1%	109
Bought prescription eyewear: discount optical ctr	370	9.3%	106
Bought prescription eyewear: private eye doctor	1,091	27.5%	114
Bought prescription eyewear: retail optical chain	502	12.7%	105
Bought prescription eyewear: online	145	3.7%	117
Used prescription drug for acne	82	2.1%	80
Used prescription drug for allergy/hay fever	237	6.0%	105
Used prescription drug for anxiety/panic	267	6.7%	120
Used prescription drug for arthritis/osteoarthritis	127	3.2%	101
Used prescription drug for rheumatoid arthritis	99	2.5%	95
Used prescription drug for asthma	171	4.3%	105
Used prescription drug for backache/back pain	284	7.2%	104
Used prescription drug for depression	222	5.6%	97
Used prescription drug for diabetes (insulin dependent)	50	1.3%	52
Used prescription drug for diabetes (non-insulin depend)	158	4.0%	91
Used prescription drug for heartburn/acid reflux	235	5.9%	105
Used prescription drug for high blood pressure	548	13.8%	105
Used prescription drug for high cholesterol	374	9.4%	111
Used prescription drug for insomnia	101	2.5%	109
Used prescription drug for migraine headache	103	2.6%	89
Used prescription drug for sinus congestion/headache	154	3.9%	109
Used prescription remedy for sleep apnea	112	2.8%	116
Used prescription drug for urinary tract infection	130	3.3%	96
Filled prescription last 12 months: discount/dept store	144	3.6%	107
Filled prescription last 12 months: drug store/pharmacy	1,587	40.1%	108
Filled prescription last 12 months: supermarket	366	9.2%	127
Filled prescription last 12 months: mail order	416	10.5%	140
Spent out of pocket prescr drugs/30 days: <$1-9	322	8.1%	125
Spent out of pocket prescr drugs/30 days: $10-19	381	9.6%	114
Spent out of pocket prescr drugs/30 days: $20-29	271	6.8%	115
Spent out of pocket prescr drugs/30 days: $30-49	297	7.5%	118
Spent out of pocket prescr drugs/30 days: $50-99	279	7.0%	122
Spent out of pocket prescr drugs/30 days: $100-149	160	4.0%	146
Spent out of pocket prescr drugs/30 days: $150+	103	2.6%	79

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2019 and 2024.

March 03, 2020

Health and Beauty Market Potential

75 RT-15, Lafayette, New Jersey, 07848
Ring: 3 mile radius

Lafayette development
Latitude: 41.09452
Longitude: -74.68607

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Used last 6 months: cold/sinus/allergy med (nonprescr)	2,090	52.8%	102
Used last 6 months: cough syrup/suppressant(nonprescr)	1,314	33.2%	92
Used last 6 months: medicated skin cream/lotion/spray	1,260	31.8%	104
Used last 6 months: non-medicated nasal spray	626	15.8%	105
Used last 6 months: pain relieving rub/liquid/patch	965	24.4%	97
Used last 6 months: sleeping aid/snore relief	448	11.3%	99
Used last 6 months: sore throat remedy/cough drops	1,955	49.3%	100
Used last 12 months: sunburn remedy	614	15.5%	99
Used last 12 months: suntan/sunscreen product	2,069	52.2%	128
Used last 6 months: toothache/gum/canker sore remedy	305	7.7%	76
HH used last 6 months: children`s cold tablets/liquids	190	10.5%	94
HH used last 6 months: children`s cough syrup	185	10.2%	97
HH used kids pain reliever/fever reducer last 6 months	337	18.6%	102
HH used kids vitamins/nutritional suppl last 6 months	227	12.5%	104
Used body wash/shower gel in last 6 months	2,233	56.4%	91
Used breath freshener in last 6 months	1,538	38.8%	92
Used breath freshener in last 6 months: gum	916	23.1%	92
Used breath freshener in last 6 months: mints	730	18.4%	98
Used breath freshener in last 6 months: thin film	109	2.8%	111
Used breath freshener 8+ times in last 7 days	318	8.0%	86
Used complexion care product in last 6 months	1,958	49.4%	103
Used denture adhesive/fixative in last 6 months	134	3.4%	54
Used denture cleaner in last 6 months	292	7.4%	69
Used facial moisturizer in last 6 months	1,831	46.2%	105
Used personal foot care product in last 6 months	726	18.3%	92
Used hair coloring product (at home) last 6 months	626	15.8%	85
Used hair conditioning treatment (at home)/6 months	940	23.7%	88
Used hair growth product in last 6 months	101	2.5%	82
Used hair spray (at home) in last 6 months	1,262	31.9%	102
Used hair styling gel/lotion/mousse in last 6 months	1,366	34.5%	102
Used mouthwash in last 6 months	2,537	64.0%	97
Used mouthwash 8+ times in last 7 days	568	14.3%	90
Used whitening toothpaste in last 6 months	1,432	36.1%	112
Used tooth whitener (not toothpaste) in last 6 months	395	10.0%	98
Used tooth whitener (gel) in last 6 months	70	1.8%	86
Used tooth whitener (strips) in last 6 months	203	5.1%	98
Visited a day spa in last 6 months	278	7.0%	150
Purchased product at salon/day spa in last 6 months	245	6.2%	139
Professional srv last 6 months: haircut	2,665	67.3%	111
Professional srv last 6 months: hair color/highlights	835	21.1%	133
Professional srv last 6 months: facial	105	2.7%	105
Professional srv last 6 months: massage	394	9.9%	134
Professional srv last 6 months: manicure	550	13.9%	112
Professional srv last 6 months: pedicure	713	18.0%	119
Spent $150+ at barber shops in last 6 months	142	3.6%	114
Spent $150+ at beauty salons in last 6 months	718	18.1%	154

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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March 03, 2020

Health and Beauty Market Potential

75 RT-15, Lafayette, New Jersey, 07848
Ring: 5 mile radius

Lafayette development
Latitude: 41.09452
Longitude: -74.68607

Demographic Summary	2019	2024
Population	27,646	27,008
Population 18+	21,815	21,551
Households	9,933	9,690
Median Household Income	$88,588	$99,400

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Typically spend 7+ hours exercising per week	4,799	22.0%	108
Typically spend 4-6 hours exercising per week	4,875	22.3%	115
Typically spend 1-3 hours exercising per week	5,316	24.4%	105
Exercise at home 2+ times per week	6,949	31.9%	116
Exercise at club 2+ times per week	4,033	18.5%	129
Exercise at other facility 2+ times/wk	2,131	9.8%	114
Own elliptical	1,245	5.7%	137
Own stationary bicycle	1,442	6.6%	128
Own treadmill	2,610	12.0%	132
Own weight lifting equipment	3,239	14.8%	128
Control diet for blood sugar level	1,954	9.0%	89
Control diet for cholesterol level	2,221	10.2%	103
Control diet for food allergies	457	2.1%	110
Control diet to maintain weight	2,529	11.6%	116
Control diet for physical fitness	2,688	12.3%	114
Control diet for salt restriction	684	3.1%	91
Control diet for weight loss	3,364	15.4%	108
Used doctor`s care/diet for diet method	438	2.0%	81
Used exercise program for diet method	1,961	9.0%	107
Buy foods specifically labeled as fat-free	1,931	8.9%	102
Buy foods specifically labeled as gluten-free	1,189	5.5%	102
Buy foods specifically labeled as high fiber	1,610	7.4%	105
Buy foods specifically labeled as high protein	1,936	8.9%	111
Buy foods specifically labeled as lactose-free	748	3.4%	105
Buy foods specifically labeled as low-calorie	1,685	7.7%	104
Buy foods specifically labeled as low-carb	1,578	7.2%	104
Buy foods specifically labeled as low-cholesterol	1,036	4.7%	98
Buy foods specifically labeled as low-fat	1,980	9.1%	111
Buy foods specifically labeled as low-sodium	2,260	10.4%	104
Buy foods specifically labeled as natural/organic	3,315	15.2%	116
Buy foods specifically labeled as probiotic	1,069	4.9%	119
Buy foods specifically labeled as sugar-free	1,955	9.0%	99
Used meal/dietary/weight loss supplement last 6 months	1,743	8.0%	97
Used vitamins/dietary supplements in last 6 months	12,834	58.8%	109
Provide services as a primary caregiver/caretaker	1,390	6.4%	86
Visited doctor in last 12 months	17,699	81.1%	105
Visited doctor in last 12 months: 1-2 times	4,937	22.6%	93
Visited doctor in last 12 months: 3-5 times	5,374	24.6%	106
Visited doctor in last 12 months: 6+ times	7,388	33.9%	116
Visited doctor in last 12 months: cardiologist	1,963	9.0%	116
Visited doctor in last 12 months: chiropractor	1,722	7.9%	110
Visited doctor in last 12 months: dentist	9,717	44.5%	119
Visited doctor in last 12 months: dermatologist	2,397	11.0%	124
Visited doctor in last 12 months: ear/nose/throat	1,192	5.5%	119
Visited doctor in last 12 months: eye	5,275	24.2%	111
Visited doctor in last 12 months: gastroenterologist	1,119	5.1%	119
Visited doctor in last 12 months: general/family	9,934	45.5%	109
Visited doctor in last 12 months: internist	1,724	7.9%	139
Visited doctor in last 12 months: physical therapist	1,448	6.6%	127
Visited doctor in last 12 months: podiatrist	822	3.8%	131
Visited doctor in last 12 months: urologist	898	4.1%	108
Visited nurse practitioner in last 12 months	1,376	6.3%	100

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2019 and 2024.

March 03, 2020

Health and Beauty Market Potential

75 RT-15, Lafayette, New Jersey, 07848

Ring: 5 mile radius

Lafayette development

Latitude: 41.09452

Longitude: -74.68607

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Wear regular/sun/tinted prescription eyeglasses	9,460	43.4%	112
Wear bifocals	3,281	15.0%	106
Wear disposable contact lenses	1,430	6.6%	108
Wear soft contact lenses	2,307	10.6%	112
Wear transition lenses	1,323	6.1%	111
Spent on eyeglasses in last 12 months: $1-99	630	2.9%	107
Spent on eyeglasses in last 12 months: $100-$199	978	4.5%	102
Spent on eyeglasses in last 12 months: $200-$249	783	3.6%	119
Spent on eyeglasses in last 12 months: $250+	2,325	10.7%	115
Spent on contact lenses in last 12 months: <$1-99	416	1.9%	105
Spent on contact lenses in last 12 months: $100-$199	858	3.9%	111
Spent on contact lenses in last 12 months: $200+	965	4.4%	116
Bought prescription eyewear: discount optical ctr	2,073	9.5%	108
Bought prescription eyewear: private eye doctor	5,743	26.3%	109
Bought prescription eyewear: retail optical chain	3,031	13.9%	115
Bought prescription eyewear: online	754	3.5%	110
Used prescription drug for acne	497	2.3%	88
Used prescription drug for allergy/hay fever	1,289	5.9%	103
Used prescription drug for anxiety/panic	1,247	5.7%	102
Used prescription drug for arthritis/osteoarthritis	677	3.1%	98
Used prescription drug for rheumatoid arthritis	489	2.2%	85
Used prescription drug for asthma	906	4.2%	101
Used prescription drug for backache/back pain	1,394	6.4%	93
Used prescription drug for depression	1,145	5.2%	91
Used prescription drug for diabetes (insulin dependent)	388	1.8%	74
Used prescription drug for diabetes (non-insulin depend)	884	4.1%	92
Used prescription drug for heartburn/acid reflux	1,140	5.2%	93
Used prescription drug for high blood pressure	2,806	12.9%	98
Used prescription drug for high cholesterol	1,977	9.1%	106
Used prescription drug for insomnia	529	2.4%	103
Used prescription drug for migraine headache	588	2.7%	93
Used prescription drug for sinus congestion/headache	808	3.7%	104
Used prescription remedy for sleep apnea	553	2.5%	104
Used prescription drug for urinary tract infection	675	3.1%	91
Filled prescription last 12 months: discount/dept store	690	3.2%	93
Filled prescription last 12 months: drug store/pharmacy	8,611	39.5%	106
Filled prescription last 12 months: supermarket	1,751	8.0%	110
Filled prescription last 12 months: mail order	2,168	9.9%	133
Spent out of pocket prescr drugs/30 days: <$1-9	1,612	7.4%	114
Spent out of pocket prescr drugs/30 days: $10-19	2,013	9.2%	109
Spent out of pocket prescr drugs/30 days: $20-29	1,503	6.9%	116
Spent out of pocket prescr drugs/30 days: $30-49	1,576	7.2%	114
Spent out of pocket prescr drugs/30 days: $50-99	1,383	6.3%	110
Spent out of pocket prescr drugs/30 days: $100-149	673	3.1%	112
Spent out of pocket prescr drugs/30 days: $150+	667	3.1%	93

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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March 03, 2020

Health and Beauty Market Potential

75 RT-15, Lafayette, New Jersey, 07848

Ring: 5 mile radius

Lafayette development

Latitude: 41.09452

Longitude: -74.68607

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Used last 6 months: cold/sinus/allergy med (nonprescr)	11,500	52.7%	102
Used last 6 months: cough syrup/suppressant(nonprescr)	7,278	33.4%	92
Used last 6 months: medicated skin cream/lotion/spray	6,858	31.4%	103
Used last 6 months: non-medicated nasal spray	3,327	15.3%	101
Used last 6 months: pain relieving rub/liquid/patch	5,338	24.5%	97
Used last 6 months: sleeping aid/snore relief	2,403	11.0%	97
Used last 6 months: sore throat remedy/cough drops	10,684	49.0%	100
Used last 12 months: sunburn remedy	3,234	14.8%	95
Used last 12 months: suntan/sunscreen product	10,736	49.2%	121
Used last 6 months: toothache/gum/canker sore remedy	1,736	8.0%	79
HH used last 6 months: children`s cold tablets/liquids	1,048	10.6%	95
HH used last 6 months: children`s cough syrup	931	9.4%	89
HH used kids pain reliever/fever reducer last 6 months	1,812	18.2%	100
HH used kids vitamins/nutritional suppl last 6 months	1,218	12.3%	102
Used body wash/shower gel in last 6 months	12,752	58.5%	94
Used breath freshener in last 6 months	8,660	39.7%	94
Used breath freshener in last 6 months: gum	5,146	23.6%	94
Used breath freshener in last 6 months: mints	3,925	18.0%	96
Used breath freshener in last 6 months: thin film	527	2.4%	98
Used breath freshener 8+ times in last 7 days	1,821	8.3%	89
Used complexion care product in last 6 months	10,761	49.3%	103
Used denture adhesive/fixative in last 6 months	966	4.4%	71
Used denture cleaner in last 6 months	1,863	8.5%	80
Used facial moisturizer in last 6 months	10,146	46.5%	106
Used personal foot care product in last 6 months	4,094	18.8%	94
Used hair coloring product (at home) last 6 months	3,717	17.0%	92
Used hair conditioning treatment (at home)/6 months	5,439	24.9%	92
Used hair growth product in last 6 months	585	2.7%	86
Used hair spray (at home) in last 6 months	6,948	31.8%	102
Used hair styling gel/lotion/mousse in last 6 months	7,569	34.7%	103
Used mouthwash in last 6 months	14,009	64.2%	98
Used mouthwash 8+ times in last 7 days	3,258	14.9%	94
Used whitening toothpaste in last 6 months	7,472	34.3%	106
Used tooth whitener (not toothpaste) in last 6 months	2,129	9.8%	96
Used tooth whitener (gel) in last 6 months	415	1.9%	93
Used tooth whitener (strips) in last 6 months	1,124	5.2%	98
Visited a day spa in last 6 months	1,305	6.0%	128
Purchased product at salon/day spa in last 6 months	1,162	5.3%	120
Professional srv last 6 months: haircut	14,417	66.1%	109
Professional srv last 6 months: hair color/highlights	4,167	19.1%	120
Professional srv last 6 months: facial	581	2.7%	106
Professional srv last 6 months: massage	1,956	9.0%	120
Professional srv last 6 months: manicure	3,037	13.9%	113
Professional srv last 6 months: pedicure	3,745	17.2%	113
Spent $150+ at barber shops in last 6 months	771	3.5%	112
Spent $150+ at beauty salons in last 6 months	3,501	16.0%	136

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2019 and 2024.

March 03, 2020

Household Budget Expenditures

75 RT-15, Lafayette, New Jersey, 07848　　　　　　　　　　　　　　Lafayette development
Ring: 1 mile radius　　　　　　　　　　　　　　　　　　　　　　　　Latitude: 41.09452
　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　Longitude: -74.68607

Demographic Summary			2019	2024
Population			326	316
Households			129	126
Average Household Size			2.48	2.47
Families			107	103
Median Age			47.4	48.1
Median Household Income			$101,624	$106,993

	Spending Potential Index	Average Amount Spent	Total	Percent
Total Expenditures	148	$110,811.07	$14,294,628	100.0%
Food	141	$12,436.15	$1,604,263	11.2%
Food at Home	139	$7,204.65	$929,400	6.5%
Food Away from Home	142	$5,231.50	$674,863	4.7%
Alcoholic Beverages	155	$892.00	$115,068	0.8%
Housing	147	$34,251.86	$4,418,490	30.9%
Shelter	149	$27,500.05	$3,547,506	24.8%
Utilities, Fuel and Public Services	139	$6,751.81	$870,984	6.1%
Household Operations	153	$3,174.16	$409,466	2.9%
Housekeeping Supplies	140	$1,050.19	$135,474	0.9%
Household Furnishings and Equipment	151	$3,221.34	$415,553	2.9%
Apparel and Services	143	$3,061.68	$394,957	2.8%
Transportation	138	$11,713.19	$1,511,001	10.6%
Travel	164	$3,683.97	$475,232	3.3%
Health Care	149	$8,827.66	$1,138,768	8.0%
Entertainment and Recreation	151	$4,932.02	$636,230	4.5%
Personal Care Products & Services	149	$1,318.43	$170,078	1.2%
Education	172	$2,746.25	$354,266	2.5%
Smoking Products	115	$465.04	$59,990	0.4%
Lotteries & Pari-mutuel Losses	155	$88.34	$11,396	0.1%
Legal Fees	139	$290.63	$37,491	0.3%
Funeral Expenses	121	$101.88	$13,143	0.1%
Safe Deposit Box Rentals	153	$7.64	$986	0.0%
Checking Account/Banking Service Charges	114	$39.54	$5,101	0.0%
Cemetery Lots/Vaults/Maintenance Fee	117	$9.92	$1,280	0.0%
Accounting Fees	168	$191.16	$24,660	0.2%
Miscellaneous Personal Services/Advertising/Fine	111	$61.67	$7,955	0.1%
Occupational Expenses	164	$100.27	$12,935	0.1%
Expenses for Other Properties	139	$189.29	$24,418	0.2%
Credit Card Membership Fees	156	$13.81	$1,781	0.0%
Shopping Club Membership Fees	150	$40.62	$5,240	0.0%
Support Payments/Cash Contributions/Gifts in Kind	155	$3,838.26	$495,136	3.5%
Life/Other Insurance	168	$774.71	$99,937	0.7%
Pensions and Social Security	161	$13,123.71	$1,692,959	11.8%

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.
Source: Esri forecasts for 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 03, 2020

75 RT-15, Lafayette, New Jersey, 07848
Ring: 3 mile radius

Lafayette development
Latitude: 41.09452
Longitude: -74.68607

Demographic Summary	2019	2024
Population	4,939	4,830
Households	1,812	1,770
Average Household Size	2.69	2.69
Families	1,358	1,326
Median Age	46.5	46.7
Median Household Income	$95,471	$104,424

	Spending Potential Index	Average Amount Spent	Total	Percent
Total Expenditures	140	$104,414.69	$189,199,427	100.0%
Food	135	$11,958.27	$21,668,388	11.5%
Food at Home	135	$6,984.00	$12,655,000	6.7%
Food Away from Home	135	$4,974.28	$9,013,387	4.8%
Alcoholic Beverages	146	$842.13	$1,525,934	0.8%
Housing	138	$32,293.40	$58,515,645	30.9%
Shelter	139	$25,784.91	$46,722,252	24.7%
Utilities, Fuel and Public Services	134	$6,508.50	$11,793,393	6.2%
Household Operations	143	$2,953.09	$5,350,997	2.8%
Housekeeping Supplies	136	$1,015.83	$1,840,693	1.0%
Household Furnishings and Equipment	142	$3,026.20	$5,483,476	2.9%
Apparel and Services	135	$2,886.78	$5,230,854	2.8%
Transportation	133	$11,283.84	$20,446,310	10.8%
Travel	151	$3,396.50	$6,154,454	3.3%
Health Care	141	$8,379.25	$15,183,193	8.0%
Entertainment and Recreation	143	$4,674.57	$8,470,327	4.5%
Personal Care Products & Services	138	$1,222.78	$2,215,676	1.2%
Education	152	$2,421.60	$4,387,932	2.3%
Smoking Products	116	$468.86	$849,581	0.4%
Lotteries & Pari-mutuel Losses	141	$80.81	$146,419	0.1%
Legal Fees	132	$277.12	$502,139	0.3%
Funeral Expenses	122	$102.76	$186,196	0.1%
Safe Deposit Box Rentals	146	$7.27	$13,173	0.0%
Checking Account/Banking Service Charges	111	$38.55	$69,859	0.0%
Cemetery Lots/Vaults/Maintenance Fee	138	$11.68	$21,171	0.0%
Accounting Fees	157	$179.04	$324,428	0.2%
Miscellaneous Personal Services/Advertising/Fine	112	$62.06	$112,458	0.1%
Occupational Expenses	149	$91.17	$165,197	0.1%
Expenses for Other Properties	160	$218.70	$396,293	0.2%
Credit Card Membership Fees	144	$12.74	$23,080	0.0%
Shopping Club Membership Fees	141	$38.30	$69,402	0.0%
Support Payments/Cash Contributions/Gifts in Kind	144	$3,575.52	$6,478,842	3.4%
Life/Other Insurance	151	$695.78	$1,260,754	0.7%
Pensions and Social Security	148	$12,046.13	$21,827,587	11.5%

March 03, 2020

Household Budget Expenditures

75 RT-15, Lafayette, New Jersey, 07848
Ring: 5 mile radius

Lafayette development
Latitude: 41.09452
Longitude: -74.68607

Demographic Summary			2019	2024
Population			27,646	27,008
Households			9,933	9,690
Average Household Size			2.67	2.67
Families			7,027	6,856
Median Age			45.0	45.3
Median Household Income			$88,588	$99,400

	Spending Potential Index	Average Amount Spent	Total	Percent
Total Expenditures	133	$99,631.93	$989,643,919	100.0%
Food	130	$11,462.43	$113,856,337	11.5%
Food at Home	129	$6,690.39	$66,455,602	6.7%
Food Away from Home	130	$4,772.05	$47,400,735	4.8%
Alcoholic Beverages	138	$797.49	$7,921,425	0.8%
Housing	134	$31,243.20	$310,338,687	31.4%
Shelter	135	$25,029.22	$248,615,259	25.1%
Utilities, Fuel and Public Services	128	$6,213.98	$61,723,428	6.2%
Household Operations	135	$2,802.76	$27,839,858	2.8%
Housekeeping Supplies	129	$965.23	$9,587,645	1.0%
Household Furnishings and Equipment	134	$2,854.08	$28,349,534	2.9%
Apparel and Services	130	$2,793.08	$27,743,698	2.8%
Transportation	127	$10,792.26	$107,199,535	10.8%
Travel	141	$3,160.36	$31,391,867	3.2%
Health Care	133	$7,900.07	$78,471,411	7.9%
Entertainment and Recreation	134	$4,388.23	$43,588,259	4.4%
Personal Care Products & Services	133	$1,179.15	$11,712,529	1.2%
Education	145	$2,316.20	$23,006,806	2.3%
Smoking Products	117	$471.53	$4,683,716	0.5%
Lotteries & Pari-mutuel Losses	143	$81.82	$812,702	0.1%
Legal Fees	131	$273.48	$2,716,435	0.3%
Funeral Expenses	119	$99.78	$991,071	0.1%
Safe Deposit Box Rentals	138	$6.85	$68,064	0.0%
Checking Account/Banking Service Charges	118	$41.10	$408,282	0.0%
Cemetery Lots/Vaults/Maintenance Fee	115	$9.77	$97,024	0.0%
Accounting Fees	145	$165.58	$1,644,716	0.2%
Miscellaneous Personal Services/Advertising/Fine	117	$64.45	$640,145	0.1%
Occupational Expenses	144	$87.68	$870,892	0.1%
Expenses for Other Properties	126	$171.68	$1,705,344	0.2%
Credit Card Membership Fees	140	$12.39	$123,023	0.0%
Shopping Club Membership Fees	135	$36.62	$363,698	0.0%
Support Payments/Cash Contributions/Gifts in Kind	137	$3,393.04	$33,703,020	3.4%
Life/Other Insurance	141	$650.00	$6,456,429	0.7%
Pensions and Social Security	138	$11,265.60	$111,901,205	11.3%

March 03, 2020

Restaurant Market Potential

75 RT-15, Lafayette, New Jersey, 07848
Ring: 1 mile radius

Lafayette development
Latitude: 41.09452
Longitude: -74.68607

Demographic Summary	2019	2024
Population	326	316
Population 18+	266	263
Households	129	126
Median Household Income	$101,624	$106,993

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	220	82.7%	110
Went to family restaurant/steak house 4+ times/mo	86	32.3%	122
Spent at family restaurant/30 days: <$1-30	21	7.9%	98
Spent at family restaurant/30 days: $31-50	28	10.5%	109
Spent at family restaurant/30 days: $51-100	47	17.7%	119
Spent at family restaurant/30 days: $101-200	37	13.9%	148
Family restaurant/steak house last 6 months: breakfast	37	13.9%	105
Family restaurant/steak house last 6 months: lunch	58	21.8%	113
Family restaurant/steak house last 6 months: dinner	152	57.1%	123
Family restaurant/steak house last 6 months: snack	3	1.1%	58
Family restaurant/steak house last 6 months: weekday	102	38.3%	126
Family restaurant/steak house last 6 months: weekend	125	47.0%	113
Fam rest/steak hse/6 months: Applebee`s	59	22.2%	101
Fam rest/steak hse/6 months: Bob Evans Farms	11	4.1%	133
Fam rest/steak hse/6 months: Buffalo Wild Wings	31	11.7%	111
Fam rest/steak hse/6 months: California Pizza Kitchen	12	4.5%	164
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	9	3.4%	117
Fam rest/steak hse/6 months: The Cheesecake Factory	30	11.3%	154
Fam rest/steak hse/6 months: Chili`s Grill & Bar	38	14.3%	132
Fam rest/steak hse/6 months: CiCi`s	3	1.1%	40
Fam rest/steak hse/6 months: Cracker Barrel	29	10.9%	100
Fam rest/steak hse/6 months: Denny`s	24	9.0%	107
Fam rest/steak hse/6 months: Golden Corral	9	3.4%	49
Fam rest/steak hse/6 months: IHOP	34	12.8%	127
Fam rest/steak hse/6 months: Logan`s Roadhouse	6	2.3%	71
Fam rest/steak hse/6 months: LongHorn Steakhouse	18	6.8%	131
Fam rest/steak hse/6 months: Olive Garden	56	21.1%	126
Fam rest/steak hse/6 months: Outback Steakhouse	33	12.4%	151
Fam rest/steak hse/6 months: Red Lobster	26	9.8%	101
Fam rest/steak hse/6 months: Red Robin	28	10.5%	151
Fam rest/steak hse/6 months: Ruby Tuesday	17	6.4%	139
Fam rest/steak hse/6 months: Texas Roadhouse	27	10.2%	103
Fam rest/steak hse/6 months: T.G.I. Friday`s	22	8.3%	152
Fam rest/steak hse/6 months: Waffle House	13	4.9%	84
Went to fast food/drive-in restaurant in last 6 months	248	93.2%	103
Went to fast food/drive-in restaurant 9+ times/month	108	40.6%	103
Spent at fast food restaurant/30 days: <$1-10	11	4.1%	91
Spent at fast food restaurant/30 days: $11-$20	36	13.5%	125
Spent at fast food restaurant/30 days: $21-$40	53	19.9%	123
Spent at fast food restaurant/30 days: $41-$50	25	9.4%	108
Spent at fast food restaurant/30 days: $51-$100	45	16.9%	102
Spent at fast food restaurant/30 days: $101-$200	21	7.9%	96
Spent at fast food restaurant/30 days: $201+	8	3.0%	98

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2019 and 2024.

March 03, 2020

Restaurant Market Potential

75 RT-15, Lafayette, New Jersey, 07848
Ring: 1 mile radius

Lafayette development
Latitude: 41.09452
Longitude: -74.68607

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	110	41.4%	111
Fast food/drive-in last 6 months: home delivery	22	8.3%	96
Fast food/drive-in last 6 months: take-out/drive-thru	133	50.0%	107
Fast food/drive-in last 6 months: take-out/walk-in	66	24.8%	119
Fast food/drive-in last 6 months: breakfast	102	38.3%	108
Fast food/drive-in last 6 months: lunch	146	54.9%	109
Fast food/drive-in last 6 months: dinner	135	50.8%	109
Fast food/drive-in last 6 months: snack	35	13.2%	111
Fast food/drive-in last 6 months: weekday	177	66.5%	112
Fast food/drive-in last 6 months: weekend	134	50.4%	107
Fast food/drive-in last 6 months: A & W	5	1.9%	66
Fast food/drive-in last 6 months: Arby`s	41	15.4%	87
Fast food/drive-in last 6 months: Baskin-Robbins	9	3.4%	102
Fast food/drive-in last 6 months: Boston Market	8	3.0%	97
Fast food/drive-in last 6 months: Burger King	63	23.7%	80
Fast food/drive-in last 6 months: Captain D`s	4	1.5%	41
Fast food/drive-in last 6 months: Carl`s Jr.	12	4.5%	76
Fast food/drive-in last 6 months: Checkers	3	1.1%	34
Fast food/drive-in last 6 months: Chick-fil-A	82	30.8%	129
Fast food/drive-in last 6 months: Chipotle Mex. Grill	46	17.3%	139
Fast food/drive-in last 6 months: Chuck E. Cheese`s	6	2.3%	77
Fast food/drive-in last 6 months: Church`s Fr. Chicken	3	1.1%	32
Fast food/drive-in last 6 months: Cold Stone Creamery	9	3.4%	115
Fast food/drive-in last 6 months: Dairy Queen	46	17.3%	107
Fast food/drive-in last 6 months: Del Taco	11	4.1%	107
Fast food/drive-in last 6 months: Domino`s Pizza	33	12.4%	98
Fast food/drive-in last 6 months: Dunkin` Donuts	53	19.9%	146
Went to Five Guys in last 6 months	37	13.9%	148
Fast food/drive-in last 6 months: Hardee`s	11	4.1%	62
Fast food/drive-in last 6 months: Jack in the Box	17	6.4%	85
Went to Jimmy John`s in last 6 months	19	7.1%	119
Fast food/drive-in last 6 months: KFC	45	16.9%	82
Fast food/drive-in last 6 months: Krispy Kreme	21	7.9%	132
Fast food/drive-in last 6 months: Little Caesars	21	7.9%	59
Fast food/drive-in last 6 months: Long John Silver`s	8	3.0%	85
Fast food/drive-in last 6 months: McDonald`s	135	50.8%	96
Went to Panda Express in last 6 months	25	9.4%	97
Fast food/drive-in last 6 months: Panera Bread	60	22.6%	178
Fast food/drive-in last 6 months: Papa John`s	23	8.6%	98
Fast food/drive-in last 6 months: Papa Murphy`s	14	5.3%	111
Fast food/drive-in last 6 months: Pizza Hut	31	11.7%	67
Fast food/drive-in last 6 months: Popeyes Chicken	19	7.1%	78
Fast food/drive-in last 6 months: Sonic Drive-In	26	9.8%	82
Fast food/drive-in last 6 months: Starbucks	69	25.9%	139
Fast food/drive-in last 6 months: Steak `n Shake	13	4.9%	88
Fast food/drive-in last 6 months: Subway	72	27.1%	105
Fast food/drive-in last 6 months: Taco Bell	68	25.6%	89
Fast food/drive-in last 6 months: Wendy`s	71	26.7%	105
Fast food/drive-in last 6 months: Whataburger	12	4.5%	86
Fast food/drive-in last 6 months: White Castle	11	4.1%	135
Went to fine dining restaurant last month	48	18.0%	172
Went to fine dining restaurant 3+ times last month	13	4.9%	156

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2019 and 2024.

March 03, 2020

Restaurant Market Potential

75 RT-15, Lafayette, New Jersey, 07848
Ring: 3 mile radius

Lafayette development
Latitude: 41.09452
Longitude: -74.68607

Demographic Summary	2019	2024
Population	4,939	4,830
Population 18+	3,962	3,914
Households	1,812	1,770
Median Household Income	$95,471	$104,424

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	3,150	79.5%	106
Went to family restaurant/steak house 4+ times/mo	1,194	30.1%	114
Spent at family restaurant/30 days: <$1-30	321	8.1%	100
Spent at family restaurant/30 days: $31-50	401	10.1%	105
Spent at family restaurant/30 days: $51-100	655	16.5%	111
Spent at family restaurant/30 days: $101-200	490	12.4%	132
Family restaurant/steak house last 6 months: breakfast	563	14.2%	107
Family restaurant/steak house last 6 months: lunch	835	21.1%	109
Family restaurant/steak house last 6 months: dinner	2,085	52.6%	114
Family restaurant/steak house last 6 months: snack	51	1.3%	66
Family restaurant/steak house last 6 months: weekday	1,451	36.6%	120
Family restaurant/steak house last 6 months: weekend	1,796	45.3%	109
Fam rest/steak hse/6 months: Applebee`s	850	21.5%	98
Fam rest/steak hse/6 months: Bob Evans Farms	146	3.7%	119
Fam rest/steak hse/6 months: Buffalo Wild Wings	428	10.8%	103
Fam rest/steak hse/6 months: California Pizza Kitchen	134	3.4%	123
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	131	3.3%	115
Fam rest/steak hse/6 months: The Cheesecake Factory	348	8.8%	120
Fam rest/steak hse/6 months: Chili`s Grill & Bar	505	12.7%	118
Fam rest/steak hse/6 months: CiCi`s	64	1.6%	57
Fam rest/steak hse/6 months: Cracker Barrel	482	12.2%	111
Fam rest/steak hse/6 months: Denny`s	346	8.7%	104
Fam rest/steak hse/6 months: Golden Corral	172	4.3%	62
Fam rest/steak hse/6 months: IHOP	443	11.2%	111
Fam rest/steak hse/6 months: Logan`s Roadhouse	114	2.9%	91
Fam rest/steak hse/6 months: LongHorn Steakhouse	258	6.5%	126
Fam rest/steak hse/6 months: Olive Garden	793	20.0%	120
Fam rest/steak hse/6 months: Outback Steakhouse	414	10.4%	127
Fam rest/steak hse/6 months: Red Lobster	353	8.9%	92
Fam rest/steak hse/6 months: Red Robin	398	10.0%	144
Fam rest/steak hse/6 months: Ruby Tuesday	201	5.1%	110
Fam rest/steak hse/6 months: Texas Roadhouse	417	10.5%	107
Fam rest/steak hse/6 months: T.G.I. Friday`s	257	6.5%	119
Fam rest/steak hse/6 months: Waffle House	186	4.7%	81
Went to fast food/drive-in restaurant in last 6 months	3,675	92.8%	102
Went to fast food/drive-in restaurant 9+ times/month	1,556	39.3%	100
Spent at fast food restaurant/30 days: <$1-10	179	4.5%	100
Spent at fast food restaurant/30 days: $11-$20	499	12.6%	117
Spent at fast food restaurant/30 days: $21-$40	748	18.9%	116
Spent at fast food restaurant/30 days: $41-$50	374	9.4%	108
Spent at fast food restaurant/30 days: $51-$100	657	16.6%	100
Spent at fast food restaurant/30 days: $101-$200	338	8.5%	104
Spent at fast food restaurant/30 days: $201+	123	3.1%	101

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2019 and 2024.

March 03, 2020

Restaurant Market Potential

75 RT-15, Lafayette, New Jersey, 07848
Ring: 3 mile radius

Lafayette development
Latitude: 41.09452
Longitude: -74.68607

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	1,601	40.4%	109
Fast food/drive-in last 6 months: home delivery	290	7.3%	85
Fast food/drive-in last 6 months: take-out/drive-thru	1,942	49.0%	104
Fast food/drive-in last 6 months: take-out/walk-in	910	23.0%	110
Fast food/drive-in last 6 months: breakfast	1,513	38.2%	107
Fast food/drive-in last 6 months: lunch	2,148	54.2%	108
Fast food/drive-in last 6 months: dinner	1,945	49.1%	106
Fast food/drive-in last 6 months: snack	505	12.7%	108
Fast food/drive-in last 6 months: weekday	2,577	65.0%	110
Fast food/drive-in last 6 months: weekend	1,909	48.2%	102
Fast food/drive-in last 6 months: A & W	105	2.7%	93
Fast food/drive-in last 6 months: Arby`s	665	16.8%	95
Fast food/drive-in last 6 months: Baskin-Robbins	127	3.2%	97
Fast food/drive-in last 6 months: Boston Market	110	2.8%	90
Fast food/drive-in last 6 months: Burger King	1,009	25.5%	86
Fast food/drive-in last 6 months: Captain D`s	98	2.5%	67
Fast food/drive-in last 6 months: Carl`s Jr.	186	4.7%	79
Fast food/drive-in last 6 months: Checkers	60	1.5%	46
Fast food/drive-in last 6 months: Chick-fil-A	1,098	27.7%	116
Fast food/drive-in last 6 months: Chipotle Mex. Grill	586	14.8%	119
Fast food/drive-in last 6 months: Chuck E. Cheese`s	77	1.9%	66
Fast food/drive-in last 6 months: Church`s Fr. Chicken	51	1.3%	36
Fast food/drive-in last 6 months: Cold Stone Creamery	130	3.3%	112
Fast food/drive-in last 6 months: Dairy Queen	706	17.8%	110
Fast food/drive-in last 6 months: Del Taco	152	3.8%	99
Fast food/drive-in last 6 months: Domino`s Pizza	455	11.5%	91
Fast food/drive-in last 6 months: Dunkin` Donuts	724	18.3%	134
Went to Five Guys in last 6 months	495	12.5%	133
Fast food/drive-in last 6 months: Hardee`s	199	5.0%	76
Fast food/drive-in last 6 months: Jack in the Box	255	6.4%	86
Went to Jimmy John`s in last 6 months	270	6.8%	113
Fast food/drive-in last 6 months: KFC	709	17.9%	87
Fast food/drive-in last 6 months: Krispy Kreme	285	7.2%	121
Fast food/drive-in last 6 months: Little Caesars	376	9.5%	71
Fast food/drive-in last 6 months: Long John Silver`s	118	3.0%	84
Fast food/drive-in last 6 months: McDonald`s	2,064	52.1%	99
Went to Panda Express in last 6 months	354	8.9%	92
Fast food/drive-in last 6 months: Panera Bread	743	18.8%	148
Fast food/drive-in last 6 months: Papa John`s	331	8.4%	94
Fast food/drive-in last 6 months: Papa Murphy`s	237	6.0%	126
Fast food/drive-in last 6 months: Pizza Hut	541	13.7%	79
Fast food/drive-in last 6 months: Popeyes Chicken	264	6.7%	73
Fast food/drive-in last 6 months: Sonic Drive-In	388	9.8%	82
Fast food/drive-in last 6 months: Starbucks	937	23.6%	127
Fast food/drive-in last 6 months: Steak `n Shake	188	4.7%	85
Fast food/drive-in last 6 months: Subway	1,055	26.6%	103
Fast food/drive-in last 6 months: Taco Bell	1,004	25.3%	88
Fast food/drive-in last 6 months: Wendy`s	1,039	26.2%	103
Fast food/drive-in last 6 months: Whataburger	204	5.1%	98
Fast food/drive-in last 6 months: White Castle	118	3.0%	97
Went to fine dining restaurant last month	627	15.8%	150
Went to fine dining restaurant 3+ times last month	192	4.8%	155

March 03, 2020

Restaurant Market Potential

75 RT-15, Lafayette, New Jersey, 07848
Ring: 5 mile radius

Lafayette development
Latitude: 41.09452
Longitude: -74.68607

Demographic Summary	2019	2024
Population	27,646	27,008
Population 18+	21,815	21,551
Households	9,933	9,690
Median Household Income	$88,588	$99,400

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 mo	17,231	79.0%	105
Went to family restaurant/steak house 4+ times/mo	6,296	28.9%	109
Spent at family restaurant/30 days: <$1-30	1,846	8.5%	105
Spent at family restaurant/30 days: $31-50	2,161	9.9%	103
Spent at family restaurant/30 days: $51-100	3,547	16.3%	110
Spent at family restaurant/30 days: $101-200	2,483	11.4%	121
Family restaurant/steak house last 6 months: breakfast	3,092	14.2%	106
Family restaurant/steak house last 6 months: lunch	4,426	20.3%	105
Family restaurant/steak house last 6 months: dinner	11,238	51.5%	111
Family restaurant/steak house last 6 months: snack	401	1.8%	94
Family restaurant/steak house last 6 months: weekday	7,533	34.5%	113
Family restaurant/steak house last 6 months: weekend	9,778	44.8%	108
Fam rest/steak hse/6 months: Applebee`s	4,884	22.4%	102
Fam rest/steak hse/6 months: Bob Evans Farms	728	3.3%	108
Fam rest/steak hse/6 months: Buffalo Wild Wings	2,343	10.7%	103
Fam rest/steak hse/6 months: California Pizza Kitchen	778	3.6%	130
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	731	3.4%	116
Fam rest/steak hse/6 months: The Cheesecake Factory	2,099	9.6%	131
Fam rest/steak hse/6 months: Chili`s Grill & Bar	2,698	12.4%	114
Fam rest/steak hse/6 months: CiCi`s	377	1.7%	61
Fam rest/steak hse/6 months: Cracker Barrel	2,258	10.4%	94
Fam rest/steak hse/6 months: Denny`s	1,736	8.0%	94
Fam rest/steak hse/6 months: Golden Corral	1,098	5.0%	72
Fam rest/steak hse/6 months: IHOP	2,460	11.3%	112
Fam rest/steak hse/6 months: Logan`s Roadhouse	546	2.5%	79
Fam rest/steak hse/6 months: LongHorn Steakhouse	1,262	5.8%	112
Fam rest/steak hse/6 months: Olive Garden	4,179	19.2%	115
Fam rest/steak hse/6 months: Outback Steakhouse	2,244	10.3%	125
Fam rest/steak hse/6 months: Red Lobster	2,080	9.5%	98
Fam rest/steak hse/6 months: Red Robin	2,123	9.7%	140
Fam rest/steak hse/6 months: Ruby Tuesday	1,109	5.1%	110
Fam rest/steak hse/6 months: Texas Roadhouse	2,204	10.1%	102
Fam rest/steak hse/6 months: T.G.I. Friday`s	1,445	6.6%	121
Fam rest/steak hse/6 months: Waffle House	959	4.4%	76
Went to fast food/drive-in restaurant in last 6 months	19,990	91.6%	101
Went to fast food/drive-in restaurant 9+ times/month	8,533	39.1%	100
Spent at fast food restaurant/30 days: <$1-10	1,046	4.8%	106
Spent at fast food restaurant/30 days: $11-$20	2,547	11.7%	108
Spent at fast food restaurant/30 days: $21-$40	3,755	17.2%	106
Spent at fast food restaurant/30 days: $41-$50	1,929	8.8%	101
Spent at fast food restaurant/30 days: $51-$100	3,641	16.7%	101
Spent at fast food restaurant/30 days: $101-$200	1,792	8.2%	100
Spent at fast food restaurant/30 days: $201+	680	3.1%	102

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2019 and 2024.

March 03, 2020

Restaurant Market Potential

75 RT-15, Lafayette, New Jersey, 07848
Ring: 5 mile radius

Lafayette development
Latitude: 41.09452
Longitude: -74.68607

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	8,355	38.3%	103
Fast food/drive-in last 6 months: home delivery	1,756	8.0%	93
Fast food/drive-in last 6 months: take-out/drive-thru	10,402	47.7%	102
Fast food/drive-in last 6 months: take-out/walk-in	4,837	22.2%	106
Fast food/drive-in last 6 months: breakfast	8,041	36.9%	104
Fast food/drive-in last 6 months: lunch	11,402	52.3%	104
Fast food/drive-in last 6 months: dinner	10,510	48.2%	104
Fast food/drive-in last 6 months: snack	2,881	13.2%	112
Fast food/drive-in last 6 months: weekday	13,716	62.9%	106
Fast food/drive-in last 6 months: weekend	10,401	47.7%	101
Fast food/drive-in last 6 months: A & W	600	2.8%	96
Fast food/drive-in last 6 months: Arby`s	3,573	16.4%	93
Fast food/drive-in last 6 months: Baskin-Robbins	763	3.5%	106
Fast food/drive-in last 6 months: Boston Market	816	3.7%	121
Fast food/drive-in last 6 months: Burger King	6,003	27.5%	93
Fast food/drive-in last 6 months: Captain D`s	514	2.4%	64
Fast food/drive-in last 6 months: Carl`s Jr.	1,205	5.5%	93
Fast food/drive-in last 6 months: Checkers	507	2.3%	70
Fast food/drive-in last 6 months: Chick-fil-A	5,547	25.4%	106
Fast food/drive-in last 6 months: Chipotle Mex. Grill	3,276	15.0%	120
Fast food/drive-in last 6 months: Chuck E. Cheese`s	512	2.3%	80
Fast food/drive-in last 6 months: Church`s Fr. Chicken	348	1.6%	45
Fast food/drive-in last 6 months: Cold Stone Creamery	708	3.2%	110
Fast food/drive-in last 6 months: Dairy Queen	3,462	15.9%	98
Fast food/drive-in last 6 months: Del Taco	836	3.8%	99
Fast food/drive-in last 6 months: Domino`s Pizza	2,536	11.6%	92
Fast food/drive-in last 6 months: Dunkin` Donuts	4,024	18.4%	135
Went to Five Guys in last 6 months	2,582	11.8%	126
Fast food/drive-in last 6 months: Hardee`s	1,071	4.9%	74
Fast food/drive-in last 6 months: Jack in the Box	1,398	6.4%	86
Went to Jimmy John`s in last 6 months	1,427	6.5%	109
Fast food/drive-in last 6 months: KFC	4,102	18.8%	92
Fast food/drive-in last 6 months: Krispy Kreme	1,218	5.6%	94
Fast food/drive-in last 6 months: Little Caesars	2,198	10.1%	75
Fast food/drive-in last 6 months: Long John Silver`s	604	2.8%	78
Fast food/drive-in last 6 months: McDonald`s	11,307	51.8%	98
Went to Panda Express in last 6 months	2,037	9.3%	97
Fast food/drive-in last 6 months: Panera Bread	3,925	18.0%	142
Fast food/drive-in last 6 months: Papa John`s	1,875	8.6%	97
Fast food/drive-in last 6 months: Papa Murphy`s	1,174	5.4%	113
Fast food/drive-in last 6 months: Pizza Hut	2,899	13.3%	77
Fast food/drive-in last 6 months: Popeyes Chicken	1,656	7.6%	83
Fast food/drive-in last 6 months: Sonic Drive-In	1,996	9.1%	76
Fast food/drive-in last 6 months: Starbucks	4,843	22.2%	119
Fast food/drive-in last 6 months: Steak `n Shake	1,003	4.6%	83
Fast food/drive-in last 6 months: Subway	5,548	25.4%	99
Fast food/drive-in last 6 months: Taco Bell	5,762	26.4%	92
Fast food/drive-in last 6 months: Wendy`s	5,792	26.6%	104
Fast food/drive-in last 6 months: Whataburger	882	4.0%	77
Fast food/drive-in last 6 months: White Castle	707	3.2%	106
Went to fine dining restaurant last month	3,061	14.0%	133
Went to fine dining restaurant 3+ times last month	881	4.0%	129

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Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2019 and 2024.

March 03, 2020

Retail Market Potential

75 RT-15, Lafayette, New Jersey, 07848
Ring: 1 mile radius

Lafayette development
Latitude: 41.09452
Longitude: -74.68607

Demographic Summary	2019	2024
Population	326	316
Population 18+	266	263
Households	129	126
Median Household Income	$101,624	$106,993

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	141	53.0%	112
Bought any women's clothing in last 12 months	124	46.6%	109
Bought clothing for child <13 years in last 6 months	71	26.7%	100
Bought any shoes in last 12 months	155	58.3%	111
Bought costume jewelry in last 12 months	54	20.3%	116
Bought any fine jewelry in last 12 months	56	21.1%	118
Bought a watch in last 12 months	42	15.8%	102
Automobiles (Households)			
HH owns/leases any vehicle	123	95.3%	111
HH bought/leased new vehicle last 12 months	21	16.3%	166
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	245	92.1%	108
Bought/changed motor oil in last 12 months	126	47.4%	100
Had tune-up in last 12 months	73	27.4%	111
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	202	75.9%	106
Drank regular cola in last 6 months	97	36.5%	82
Drank beer/ale in last 6 months	127	47.7%	113
Cameras (Adults)			
Own digital point & shoot camera/camcorder	45	16.9%	169
Own digital SLR camera/camcorder	33	12.4%	157
Printed digital photos in last 12 months	87	32.7%	143
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	87	32.7%	95
Have a smartphone	243	91.4%	109
Have a smartphone: Android phone (any brand)	86	32.3%	80
Have a smartphone: Apple iPhone	154	57.9%	138
Number of cell phones in household: 1	22	17.1%	56
Number of cell phones in household: 2	57	44.2%	114
Number of cell phones in household: 3+	49	38.0%	135
HH has cell phone only (no landline telephone)	51	39.5%	71
Computers (Households)			
HH owns a computer	116	89.9%	122
HH owns desktop computer	67	51.9%	141
HH owns laptop/notebook	91	70.5%	125
HH owns any Apple/Mac brand computer	36	27.9%	154
HH owns any PC/non-Apple brand computer	95	73.6%	120
HH purchased most recent computer in a store	59	45.7%	126
HH purchased most recent computer online	25	19.4%	143
Spent <$1-499 on most recent home computer	17	13.2%	90
Spent $500-$999 on most recent home computer	29	22.5%	134
Spent $1,000-$1,499 on most recent home computer	19	14.7%	154
Spent $1,500-$1,999 on most recent home computer	9	7.0%	157
Spent $2,000+ on most recent home computer	7	5.4%	137

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March 03, 2020

Retail Market Potential

75 RT-15, Lafayette, New Jersey, 07848
Ring: 1 mile radius

Lafayette development
Latitude: 41.09452
Longitude: -74.68607

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	171	64.3%	102
Bought brewed coffee at convenience store in last 30 days	40	15.0%	108
Bought cigarettes at convenience store in last 30 days	19	7.1%	66
Bought gas at convenience store in last 30 days	95	35.7%	96
Spent at convenience store in last 30 days: <$1-19	28	10.5%	153
Spent at convenience store in last 30 days: $20-$39	26	9.8%	103
Spent at convenience store in last 30 days: $40-$50	26	9.8%	118
Spent at convenience store in last 30 days: $51-$99	14	5.3%	95
Spent at convenience store in last 30 days: $100+	53	19.9%	89
Entertainment (Adults)			
Attended a movie in last 6 months	182	68.4%	117
Went to live theater in last 12 months	43	16.2%	147
Went to a bar/night club in last 12 months	56	21.1%	122
Dined out in last 12 months	178	66.9%	128
Gambled at a casino in last 12 months	44	16.5%	125
Visited a theme park in last 12 months	60	22.6%	119
Viewed movie (video-on-demand) in last 30 days	80	30.1%	172
Viewed TV show (video-on-demand) in last 30 days	57	21.4%	170
Watched any pay-per-view TV in last 12 months	40	15.0%	153
Downloaded a movie over the Internet in last 30 days	24	9.0%	94
Downloaded any individual song in last 6 months	68	25.6%	134
Watched a movie online in the last 30 days	69	25.9%	96
Watched a TV program online in last 30 days	53	19.9%	104
Played a video/electronic game (console) in last 12 months	18	6.8%	76
Played a video/electronic game (portable) in last 12 months	11	4.1%	88
Financial (Adults)			
Have home mortgage (1st)	118	44.4%	143
Used ATM/cash machine in last 12 months	172	64.7%	122
Own any stock	31	11.7%	163
Own U.S. savings bond	17	6.4%	146
Own shares in mutual fund (stock)	39	14.7%	205
Own shares in mutual fund (bonds)	26	9.8%	205
Have interest checking account	111	41.7%	145
Have non-interest checking account	82	30.8%	105
Have savings account	190	71.4%	125
Have 401K retirement savings plan	61	22.9%	143
Own/used any credit/debit card in last 12 months	237	89.1%	112
Avg monthly credit card expenditures: <$1-110	30	11.3%	98
Avg monthly credit card expenditures: $111-$225	19	7.1%	97
Avg monthly credit card expenditures: $226-$450	18	6.8%	99
Avg monthly credit card expenditures: $451-$700	23	8.6%	141
Avg monthly credit card expenditures: $701-$1,000	22	8.3%	148
Avg monthly credit card expenditures: $1,001+	61	22.9%	197
Did banking online in last 12 months	143	53.8%	138
Did banking on mobile device in last 12 months	87	32.7%	126
Paid bills online in last 12 months	165	62.0%	124

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March 03, 2020

Retail Market Potential

75 RT-15, Lafayette, New Jersey, 07848
Ring: 1 mile radius

Lafayette development
Latitude: 41.09452
Longitude: -74.68607

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	93	72.1%	105
Used bread in last 6 months	122	94.6%	102
Used chicken (fresh or frozen) in last 6 months	96	74.4%	107
Used turkey (fresh or frozen) in last 6 months	22	17.1%	114
Used fish/seafood (fresh or frozen) in last 6 months	79	61.2%	111
Used fresh fruit/vegetables in last 6 months	115	89.1%	104
Used fresh milk in last 6 months	114	88.4%	103
Used organic food in last 6 months	37	28.7%	120
Health (Adults)			
Exercise at home 2+ times per week	91	34.2%	125
Exercise at club 2+ times per week	58	21.8%	152
Visited a doctor in last 12 months	224	84.2%	109
Used vitamin/dietary supplement in last 6 months	160	60.2%	111
Home (Households)			
Did any home improvement in last 12 months	52	40.3%	146
Used any housekeeper/professional cleaning service in last 12 months	30	23.3%	160
Purchased low ticket HH furnishings in last 12 months	25	19.4%	113
Purchased big ticket HH furnishings in last 12 months	33	25.6%	115
Bought any small kitchen appliance in last 12 months	29	22.5%	101
Bought any large kitchen appliance in last 12 months	21	16.3%	117
Insurance (Adults/Households)			
Currently carry life insurance	150	56.4%	127
Carry medical/hospital/accident insurance	221	83.1%	111
Carry homeowner insurance	177	66.5%	141
Carry renter's insurance	16	6.0%	71
Have auto insurance: 1 vehicle in household covered	25	19.4%	62
Have auto insurance: 2 vehicles in household covered	48	37.2%	131
Have auto insurance: 3+ vehicles in household covered	47	36.4%	159
Pets (Households)			
Household owns any pet	80	62.0%	114
Household owns any cat	31	24.0%	106
Household owns any dog	64	49.6%	119
Psychographics (Adults)			
Buying American is important to me	110	41.4%	105
Usually buy items on credit rather than wait	46	17.3%	132
Usually buy based on quality - not price	52	19.5%	103
Price is usually more important than brand name	67	25.2%	92
Usually use coupons for brands I buy often	50	18.8%	109
Am interested in how to help the environment	46	17.3%	89
Usually pay more for environ safe product	35	13.2%	93
Usually value green products over convenience	26	9.8%	87
Likely to buy a brand that supports a charity	94	35.3%	100
Reading (Adults)			
Bought digital book in last 12 months	48	18.0%	139
Bought hardcover book in last 12 months	65	24.4%	122
Bought paperback book in last 12 month	92	34.6%	121
Read any daily newspaper (paper version)	53	19.9%	108
Read any digital newspaper in last 30 days	130	48.9%	123
Read any magazine (paper/electronic version) in last 6 months	252	94.7%	104

March 03, 2020

Retail Market Potential

75 RT-15, Lafayette, New Jersey, 07848
Ring: 1 mile radius

Lafayette development
Latitude: 41.09452
Longitude: -74.68607

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	220	82.7%	110
Went to family restaurant/steak house: 4+ times a month	86	32.3%	122
Went to fast food/drive-in restaurant in last 6 months	248	93.2%	103
Went to fast food/drive-in restaurant 9+ times/month	108	40.6%	103
Fast food restaurant last 6 months: eat in	110	41.4%	111
Fast food restaurant last 6 months: home delivery	22	8.3%	96
Fast food restaurant last 6 months: take-out/drive-thru	133	50.0%	107
Fast food restaurant last 6 months: take-out/walk-in	66	24.8%	119
Television & Electronics (Adults/Households)			
Own any tablet	163	61.3%	127
Own any e-reader	32	12.0%	144
Own e-reader/tablet: iPad	112	42.1%	149
HH has Internet connectable TV	50	38.8%	135
Own any portable MP3 player	64	24.1%	130
HH owns 1 TV	19	14.7%	70
HH owns 2 TVs	30	23.3%	87
HH owns 3 TVs	34	26.4%	126
HH owns 4+ TVs	34	26.4%	151
HH subscribes to cable TV	62	48.1%	110
HH subscribes to fiber optic	22	17.1%	242
HH owns portable GPS navigation device	44	34.1%	149
HH purchased video game system in last 12 months	12	9.3%	113
HH owns any Internet video device for TV	44	34.1%	142
Travel (Adults)			
Took domestic trip in continental US last 12 months	188	70.7%	134
Took 3+ domestic non-business trips in last 12 months	44	16.5%	140
Spent on domestic vacations in last 12 months: <$1-999	27	10.2%	94
Spent on domestic vacations in last 12 months: $1,000-$1,499	22	8.3%	132
Spent on domestic vacations in last 12 months: $1,500-$1,999	18	6.8%	168
Spent on domestic vacations in last 12 months: $2,000-$2,999	19	7.1%	171
Spent on domestic vacations in last 12 months: $3,000+	30	11.3%	174
Domestic travel in last 12 months: used general travel website	30	11.3%	165
Took foreign trip (including Alaska and Hawaii) in last 3 years	107	40.2%	146
Took 3+ foreign trips by plane in last 3 years	24	9.0%	165
Spent on foreign vacations in last 12 months: <$1-999	17	6.4%	137
Spent on foreign vacations in last 12 months: $1,000-$2,999	15	5.6%	141
Spent on foreign vacations in last 12 months: $3,000+	29	10.9%	173
Foreign travel in last 3 years: used general travel website	28	10.5%	184
Nights spent in hotel/motel in last 12 months: any	163	61.3%	138
Took cruise of more than one day in last 3 years	36	13.5%	152
Member of any frequent flyer program	84	31.6%	175
Member of any hotel rewards program	80	30.1%	167

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March 03, 2020

Retail Market Potential

75 RT-15, Lafayette, New Jersey, 07848
Ring: 3 mile radius

Lafayette development
Latitude: 41.09452
Longitude: -74.68607

Demographic Summary	2019	2024
Population	4,939	4,830
Population 18+	3,962	3,914
Households	1,812	1,770
Median Household Income	$95,471	$104,424

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	2,044	51.6%	109
Bought any women's clothing in last 12 months	1,811	45.7%	107
Bought clothing for child <13 years in last 6 months	1,035	26.1%	98
Bought any shoes in last 12 months	2,232	56.3%	108
Bought costume jewelry in last 12 months	755	19.1%	109
Bought any fine jewelry in last 12 months	734	18.5%	104
Bought a watch in last 12 months	557	14.1%	91
Automobiles (Households)			
HH owns/leases any vehicle	1,711	94.4%	110
HH bought/leased new vehicle last 12 months	257	14.2%	145
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	3,647	92.0%	108
Bought/changed motor oil in last 12 months	2,000	50.5%	106
Had tune-up in last 12 months	1,075	27.1%	109
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	2,929	73.9%	103
Drank regular cola in last 6 months	1,477	37.3%	84
Drank beer/ale in last 6 months	1,857	46.9%	111
Cameras (Adults)			
Own digital point & shoot camera/camcorder	591	14.9%	149
Own digital SLR camera/camcorder	420	10.6%	134
Printed digital photos in last 12 months	1,172	29.6%	129
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	1,327	33.5%	97
Have a smartphone	3,473	87.7%	105
Have a smartphone: Android phone (any brand)	1,330	33.6%	83
Have a smartphone: Apple iPhone	2,101	53.0%	127
Number of cell phones in household: 1	352	19.4%	64
Number of cell phones in household: 2	798	44.0%	114
Number of cell phones in household: 3+	641	35.4%	126
HH has cell phone only (no landline telephone)	780	43.0%	77
Computers (Households)			
HH owns a computer	1,558	86.0%	117
HH owns desktop computer	862	47.6%	129
HH owns laptop/notebook	1,218	67.2%	119
HH owns any Apple/Mac brand computer	441	24.3%	135
HH owns any PC/non-Apple brand computer	1,293	71.4%	116
HH purchased most recent computer in a store	779	43.0%	119
HH purchased most recent computer online	317	17.5%	129
Spent <$1-499 on most recent home computer	254	14.0%	95
Spent $500-$999 on most recent home computer	407	22.5%	134
Spent $1,000-$1,499 on most recent home computer	226	12.5%	130
Spent $1,500-$1,999 on most recent home computer	101	5.6%	126
Spent $2,000+ on most recent home computer	89	4.9%	124

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March 03, 2020

Retail Market Potential

75 RT-15, Lafayette, New Jersey, 07848
Ring: 3 mile radius

Lafayette development
Latitude: 41.09452
Longitude: -74.68607

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	2,534	64.0%	101
Bought brewed coffee at convenience store in last 30 days	596	15.0%	108
Bought cigarettes at convenience store in last 30 days	318	8.0%	74
Bought gas at convenience store in last 30 days	1,528	38.6%	103
Spent at convenience store in last 30 days: <$1-19	339	8.6%	124
Spent at convenience store in last 30 days: $20-$39	392	9.9%	104
Spent at convenience store in last 30 days: $40-$50	342	8.6%	105
Spent at convenience store in last 30 days: $51-$99	205	5.2%	93
Spent at convenience store in last 30 days: $100+	888	22.4%	100
Entertainment (Adults)			
Attended a movie in last 6 months	2,606	65.8%	112
Went to live theater in last 12 months	520	13.1%	119
Went to a bar/night club in last 12 months	802	20.2%	117
Dined out in last 12 months	2,545	64.2%	123
Gambled at a casino in last 12 months	586	14.8%	112
Visited a theme park in last 12 months	840	21.2%	112
Viewed movie (video-on-demand) in last 30 days	1,039	26.2%	150
Viewed TV show (video-on-demand) in last 30 days	748	18.9%	149
Watched any pay-per-view TV in last 12 months	542	13.7%	140
Downloaded a movie over the Internet in last 30 days	345	8.7%	91
Downloaded any individual song in last 6 months	883	22.3%	117
Watched a movie online in the last 30 days	979	24.7%	92
Watched a TV program online in last 30 days	753	19.0%	100
Played a video/electronic game (console) in last 12 months	271	6.8%	77
Played a video/electronic game (portable) in last 12 months	153	3.9%	83
Financial (Adults)			
Have home mortgage (1st)	1,679	42.4%	136
Used ATM/cash machine in last 12 months	2,449	61.8%	117
Own any stock	407	10.3%	143
Own U.S. savings bond	232	5.9%	134
Own shares in mutual fund (stock)	473	11.9%	167
Own shares in mutual fund (bonds)	320	8.1%	169
Have interest checking account	1,592	40.2%	140
Have non-interest checking account	1,239	31.3%	107
Have savings account	2,736	69.1%	121
Have 401K retirement savings plan	846	21.4%	133
Own/used any credit/debit card in last 12 months	3,453	87.2%	110
Avg monthly credit card expenditures: <$1-110	437	11.0%	96
Avg monthly credit card expenditures: $111-$225	294	7.4%	101
Avg monthly credit card expenditures: $226-$450	298	7.5%	110
Avg monthly credit card expenditures: $451-$700	289	7.3%	119
Avg monthly credit card expenditures: $701-$1,000	307	7.7%	138
Avg monthly credit card expenditures: $1,001+	790	19.9%	171
Did banking online in last 12 months	1,996	50.4%	129
Did banking on mobile device in last 12 months	1,212	30.6%	118
Paid bills online in last 12 months	2,347	59.2%	118

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March 03, 2020

75 RT-15, Lafayette, New Jersey, 07848
Ring: 3 mile radius

Lafayette development
Latitude: 41.09452
Longitude: -74.68607

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	1,301	71.8%	104
Used bread in last 6 months	1,728	95.4%	102
Used chicken (fresh or frozen) in last 6 months	1,316	72.6%	105
Used turkey (fresh or frozen) in last 6 months	320	17.7%	118
Used fish/seafood (fresh or frozen) in last 6 months	1,081	59.7%	108
Used fresh fruit/vegetables in last 6 months	1,618	89.3%	104
Used fresh milk in last 6 months	1,602	88.4%	103
Used organic food in last 6 months	508	28.0%	117
Health (Adults)			
Exercise at home 2+ times per week	1,281	32.3%	118
Exercise at club 2+ times per week	779	19.7%	137
Visited a doctor in last 12 months	3,295	83.2%	108
Used vitamin/dietary supplement in last 6 months	2,329	58.8%	109
Home (Households)			
Did any home improvement in last 12 months	707	39.0%	141
Used any housekeeper/professional cleaning service in last 12 months	370	20.4%	140
Purchased low ticket HH furnishings in last 12 months	352	19.4%	114
Purchased big ticket HH furnishings in last 12 months	451	24.9%	112
Bought any small kitchen appliance in last 12 months	410	22.6%	102
Bought any large kitchen appliance in last 12 months	300	16.6%	119
Insurance (Adults/Households)			
Currently carry life insurance	2,112	53.3%	120
Carry medical/hospital/accident insurance	3,299	83.3%	111
Carry homeowner insurance	2,587	65.3%	138
Carry renter's insurance	240	6.1%	71
Have auto insurance: 1 vehicle in household covered	383	21.1%	68
Have auto insurance: 2 vehicles in household covered	633	34.9%	123
Have auto insurance: 3+ vehicles in household covered	658	36.3%	159
Pets (Households)			
Household owns any pet	1,198	66.1%	121
Household owns any cat	535	29.5%	130
Household owns any dog	931	51.4%	123
Psychographics (Adults)			
Buying American is important to me	1,713	43.2%	110
Usually buy items on credit rather than wait	577	14.6%	111
Usually buy based on quality - not price	809	20.4%	108
Price is usually more important than brand name	1,034	26.1%	95
Usually use coupons for brands I buy often	725	18.3%	106
Am interested in how to help the environment	673	17.0%	88
Usually pay more for environ safe product	524	13.2%	93
Usually value green products over convenience	380	9.6%	85
Likely to buy a brand that supports a charity	1,386	35.0%	99
Reading (Adults)			
Bought digital book in last 12 months	656	16.6%	128
Bought hardcover book in last 12 months	969	24.5%	122
Bought paperback book in last 12 month	1,337	33.7%	118
Read any daily newspaper (paper version)	821	20.7%	113
Read any digital newspaper in last 30 days	1,813	45.8%	115
Read any magazine (paper/electronic version) in last 6 months	3,749	94.6%	104

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2019 and 2024.

March 03, 2020

Retail Market Potential

75 RT-15, Lafayette, New Jersey, 07848
Ring: 3 mile radius

Lafayette development
Latitude: 41.09452
Longitude: -74.68607

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	3,150	79.5%	106
Went to family restaurant/steak house: 4+ times a month	1,194	30.1%	114
Went to fast food/drive-in restaurant in last 6 months	3,675	92.8%	102
Went to fast food/drive-in restaurant 9+ times/month	1,556	39.3%	100
Fast food restaurant last 6 months: eat in	1,601	40.4%	109
Fast food restaurant last 6 months: home delivery	290	7.3%	85
Fast food restaurant last 6 months: take-out/drive-thru	1,942	49.0%	104
Fast food restaurant last 6 months: take-out/walk-in	910	23.0%	110
Television & Electronics (Adults/Households)			
Own any tablet	2,250	56.8%	118
Own any e-reader	417	10.5%	126
Own e-reader/tablet: iPad	1,458	36.8%	130
HH has Internet connectable TV	662	36.5%	128
Own any portable MP3 player	893	22.5%	121
HH owns 1 TV	280	15.5%	74
HH owns 2 TVs	446	24.6%	92
HH owns 3 TVs	446	24.6%	117
HH owns 4+ TVs	454	25.1%	144
HH subscribes to cable TV	845	46.6%	107
HH subscribes to fiber optic	201	11.1%	157
HH owns portable GPS navigation device	574	31.7%	138
HH purchased video game system in last 12 months	146	8.1%	98
HH owns any Internet video device for TV	558	30.8%	128
Travel (Adults)			
Took domestic trip in continental US last 12 months	2,660	67.1%	128
Took 3+ domestic non-business trips in last 12 months	667	16.8%	142
Spent on domestic vacations in last 12 months: <$1-999	453	11.4%	106
Spent on domestic vacations in last 12 months: $1,000-$1,499	302	7.6%	122
Spent on domestic vacations in last 12 months: $1,500-$1,999	222	5.6%	139
Spent on domestic vacations in last 12 months: $2,000-$2,999	246	6.2%	149
Spent on domestic vacations in last 12 months: $3,000+	436	11.0%	170
Domestic travel in last 12 months: used general travel website	396	10.0%	146
Took foreign trip (including Alaska and Hawaii) in last 3 years	1,360	34.3%	125
Took 3+ foreign trips by plane in last 3 years	292	7.4%	135
Spent on foreign vacations in last 12 months: <$1-999	225	5.7%	122
Spent on foreign vacations in last 12 months: $1,000-$2,999	179	4.5%	113
Spent on foreign vacations in last 12 months: $3,000+	346	8.7%	138
Foreign travel in last 3 years: used general travel website	331	8.4%	146
Nights spent in hotel/motel in last 12 months: any	2,289	57.8%	130
Took cruise of more than one day in last 3 years	468	11.8%	133
Member of any frequent flyer program	1,082	27.3%	151
Member of any hotel rewards program	1,053	26.6%	148

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March 03, 2020

Retail Market Potential

75 RT-15, Lafayette, New Jersey, 07848
Ring: 5 mile radius

Lafayette development
Latitude: 41.09452
Longitude: -74.68607

Demographic Summary	2019	2024
Population	27,646	27,008
Population 18+	21,815	21,551
Households	9,933	9,690
Median Household Income	$88,588	$99,400

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	11,030	50.6%	107
Bought any women's clothing in last 12 months	9,820	45.0%	105
Bought clothing for child <13 years in last 6 months	5,790	26.5%	100
Bought any shoes in last 12 months	12,115	55.5%	106
Bought costume jewelry in last 12 months	4,092	18.8%	108
Bought any fine jewelry in last 12 months	3,890	17.8%	100
Bought a watch in last 12 months	3,379	15.5%	100
Automobiles (Households)			
HH owns/leases any vehicle	9,000	90.6%	106
HH bought/leased new vehicle last 12 months	1,234	12.4%	127
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	19,603	89.9%	105
Bought/changed motor oil in last 12 months	10,282	47.1%	99
Had tune-up in last 12 months	5,761	26.4%	106
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	15,981	73.3%	102
Drank regular cola in last 6 months	8,495	38.9%	88
Drank beer/ale in last 6 months	9,871	45.2%	107
Cameras (Adults)			
Own digital point & shoot camera/camcorder	2,888	13.2%	132
Own digital SLR camera/camcorder	2,130	9.8%	124
Printed digital photos in last 12 months	6,071	27.8%	122
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	7,507	34.4%	100
Have a smartphone	18,914	86.7%	103
Have a smartphone: Android phone (any brand)	7,916	36.3%	90
Have a smartphone: Apple iPhone	10,781	49.4%	118
Number of cell phones in household: 1	2,579	26.0%	85
Number of cell phones in household: 2	3,963	39.9%	103
Number of cell phones in household: 3+	3,159	31.8%	113
HH has cell phone only (no landline telephone)	4,579	46.1%	82
Computers (Households)			
HH owns a computer	8,205	82.6%	112
HH owns desktop computer	4,408	44.4%	120
HH owns laptop/notebook	6,329	63.7%	113
HH owns any Apple/Mac brand computer	2,251	22.7%	125
HH owns any PC/non-Apple brand computer	6,758	68.0%	111
HH purchased most recent computer in a store	4,137	41.6%	115
HH purchased most recent computer online	1,651	16.6%	122
Spent <$1-499 on most recent home computer	1,420	14.3%	97
Spent $500-$999 on most recent home computer	2,026	20.4%	122
Spent $1,000-$1,499 on most recent home computer	1,149	11.6%	121
Spent $1,500-$1,999 on most recent home computer	576	5.8%	131
Spent $2,000+ on most recent home computer	502	5.1%	128

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Retail Market Potential

75 RT-15, Lafayette, New Jersey, 07848
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Lafayette development
Latitude: 41.09452
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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	13,895	63.7%	101
Bought brewed coffee at convenience store in last 30 days	3,078	14.1%	101
Bought cigarettes at convenience store in last 30 days	1,809	8.3%	77
Bought gas at convenience store in last 30 days	7,857	36.0%	97
Spent at convenience store in last 30 days: <$1-19	1,865	8.5%	124
Spent at convenience store in last 30 days: $20-$39	2,145	9.8%	104
Spent at convenience store in last 30 days: $40-$50	1,851	8.5%	103
Spent at convenience store in last 30 days: $51-$99	1,162	5.3%	96
Spent at convenience store in last 30 days: $100+	4,570	20.9%	94
Entertainment (Adults)			
Attended a movie in last 6 months	13,939	63.9%	109
Went to live theater in last 12 months	2,986	13.7%	124
Went to a bar/night club in last 12 months	4,471	20.5%	119
Dined out in last 12 months	13,333	61.1%	117
Gambled at a casino in last 12 months	3,228	14.8%	112
Visited a theme park in last 12 months	4,547	20.8%	110
Viewed movie (video-on-demand) in last 30 days	5,268	24.1%	138
Viewed TV show (video-on-demand) in last 30 days	3,932	18.0%	143
Watched any pay-per-view TV in last 12 months	2,594	11.9%	121
Downloaded a movie over the Internet in last 30 days	2,145	9.8%	103
Downloaded any individual song in last 6 months	4,755	21.8%	114
Watched a movie online in the last 30 days	5,808	26.6%	99
Watched a TV program online in last 30 days	4,345	19.9%	104
Played a video/electronic game (console) in last 12 months	1,706	7.8%	88
Played a video/electronic game (portable) in last 12 months	931	4.3%	91
Financial (Adults)			
Have home mortgage (1st)	8,574	39.3%	126
Used ATM/cash machine in last 12 months	13,012	59.6%	113
Own any stock	2,212	10.1%	141
Own U.S. savings bond	1,319	6.0%	139
Own shares in mutual fund (stock)	2,395	11.0%	154
Own shares in mutual fund (bonds)	1,555	7.1%	149
Have interest checking account	8,135	37.3%	130
Have non-interest checking account	6,757	31.0%	106
Have savings account	14,554	66.7%	116
Have 401K retirement savings plan	4,533	20.8%	129
Own/used any credit/debit card in last 12 months	18,832	86.3%	109
Avg monthly credit card expenditures: <$1-110	2,427	11.1%	97
Avg monthly credit card expenditures: $111-$225	1,758	8.1%	109
Avg monthly credit card expenditures: $226-$450	1,687	7.7%	113
Avg monthly credit card expenditures: $451-$700	1,672	7.7%	125
Avg monthly credit card expenditures: $701-$1,000	1,584	7.3%	130
Avg monthly credit card expenditures: $1,001+	3,623	16.6%	143
Did banking online in last 12 months	10,387	47.6%	122
Did banking on mobile device in last 12 months	6,506	29.8%	115
Paid bills online in last 12 months	12,455	57.1%	114

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March 03, 2020

75 RT-15, Lafayette, New Jersey, 07848
Ring: 5 mile radius

Lafayette development
Latitude: 41.09452
Longitude: -74.68607

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	6,972	70.2%	102
Used bread in last 6 months	9,301	93.6%	101
Used chicken (fresh or frozen) in last 6 months	7,138	71.9%	104
Used turkey (fresh or frozen) in last 6 months	1,565	15.8%	105
Used fish/seafood (fresh or frozen) in last 6 months	5,667	57.1%	103
Used fresh fruit/vegetables in last 6 months	8,752	88.1%	103
Used fresh milk in last 6 months	8,602	86.6%	101
Used organic food in last 6 months	2,675	26.9%	113
Health (Adults)			
Exercise at home 2+ times per week	6,949	31.9%	116
Exercise at club 2+ times per week	4,033	18.5%	129
Visited a doctor in last 12 months	17,699	81.1%	105
Used vitamin/dietary supplement in last 6 months	12,834	58.8%	109
Home (Households)			
Did any home improvement in last 12 months	3,316	33.4%	121
Used any housekeeper/professional cleaning service in last 12 months	1,911	19.2%	132
Purchased low ticket HH furnishings in last 12 months	1,932	19.5%	114
Purchased big ticket HH furnishings in last 12 months	2,411	24.3%	109
Bought any small kitchen appliance in last 12 months	2,288	23.0%	103
Bought any large kitchen appliance in last 12 months	1,534	15.4%	111
Insurance (Adults/Households)			
Currently carry life insurance	10,911	50.0%	113
Carry medical/hospital/accident insurance	17,628	80.8%	108
Carry homeowner insurance	12,552	57.5%	122
Carry renter's insurance	1,705	7.8%	92
Have auto insurance: 1 vehicle in household covered	2,660	26.8%	86
Have auto insurance: 2 vehicles in household covered	3,181	32.0%	112
Have auto insurance: 3+ vehicles in household covered	2,895	29.1%	127
Pets (Households)			
Household owns any pet	5,778	58.2%	107
Household owns any cat	2,506	25.2%	111
Household owns any dog	4,298	43.3%	104
Psychographics (Adults)			
Buying American is important to me	8,751	40.1%	102
Usually buy items on credit rather than wait	3,141	14.4%	110
Usually buy based on quality - not price	4,168	19.1%	101
Price is usually more important than brand name	5,753	26.4%	96
Usually use coupons for brands I buy often	3,882	17.8%	103
Am interested in how to help the environment	3,885	17.8%	92
Usually pay more for environ safe product	2,875	13.2%	93
Usually value green products over convenience	2,158	9.9%	88
Likely to buy a brand that supports a charity	7,571	34.7%	99
Reading (Adults)			
Bought digital book in last 12 months	3,446	15.8%	122
Bought hardcover book in last 12 months	5,142	23.6%	118
Bought paperback book in last 12 month	7,146	32.8%	115
Read any daily newspaper (paper version)	4,646	21.3%	116
Read any digital newspaper in last 30 days	9,624	44.1%	111
Read any magazine (paper/electronic version) in last 6 months	20,439	93.7%	103

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March 03, 2020

Retail Market Potential

75 RT-15, Lafayette, New Jersey, 07848
Ring: 5 mile radius

Lafayette development
Latitude: 41.09452
Longitude: -74.68607

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	17,231	79.0%	105
Went to family restaurant/steak house: 4+ times a month	6,296	28.9%	109
Went to fast food/drive-in restaurant in last 6 months	19,990	91.6%	101
Went to fast food/drive-in restaurant 9+ times/month	8,533	39.1%	100
Fast food restaurant last 6 months: eat in	8,355	38.3%	103
Fast food restaurant last 6 months: home delivery	1,756	8.0%	93
Fast food restaurant last 6 months: take-out/drive-thru	10,402	47.7%	102
Fast food restaurant last 6 months: take-out/walk-in	4,837	22.2%	106
Television & Electronics (Adults/Households)			
Own any tablet	12,040	55.2%	115
Own any e-reader	2,294	10.5%	126
Own e-reader/tablet: iPad	7,733	35.4%	126
HH has Internet connectable TV	3,254	32.8%	114
Own any portable MP3 player	4,758	21.8%	117
HH owns 1 TV	1,847	18.6%	89
HH owns 2 TVs	2,582	26.0%	97
HH owns 3 TVs	2,267	22.8%	109
HH owns 4+ TVs	2,101	21.2%	122
HH subscribes to cable TV	4,979	50.1%	115
HH subscribes to fiber optic	1,028	10.3%	147
HH owns portable GPS navigation device	2,774	27.9%	122
HH purchased video game system in last 12 months	864	8.7%	106
HH owns any Internet video device for TV	2,831	28.5%	119
Travel (Adults)			
Took domestic trip in continental US last 12 months	13,706	62.8%	120
Took 3+ domestic non-business trips in last 12 months	3,192	14.6%	124
Spent on domestic vacations in last 12 months: <$1-999	2,522	11.6%	107
Spent on domestic vacations in last 12 months: $1,000-$1,499	1,648	7.6%	121
Spent on domestic vacations in last 12 months: $1,500-$1,999	1,120	5.1%	127
Spent on domestic vacations in last 12 months: $2,000-$2,999	1,225	5.6%	135
Spent on domestic vacations in last 12 months: $3,000+	2,016	9.2%	143
Domestic travel in last 12 months: used general travel website	1,939	8.9%	130
Took foreign trip (including Alaska and Hawaii) in last 3 years	7,406	33.9%	124
Took 3+ foreign trips by plane in last 3 years	1,536	7.0%	129
Spent on foreign vacations in last 12 months: <$1-999	1,203	5.5%	119
Spent on foreign vacations in last 12 months: $1,000-$2,999	1,039	4.8%	119
Spent on foreign vacations in last 12 months: $3,000+	1,847	8.5%	134
Foreign travel in last 3 years: used general travel website	1,722	7.9%	138
Nights spent in hotel/motel in last 12 months: any	11,702	53.6%	120
Took cruise of more than one day in last 3 years	2,353	10.8%	121
Member of any frequent flyer program	5,467	25.1%	139
Member of any hotel rewards program	5,244	24.0%	134

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March 03, 2020

![esri logo]

Retail MarketPlace Profile

75 RT-15, Lafayette, New Jersey, 07848
Ring: 1 mile radius

Lafayette development
Latitude: 41.09452
Longitude: -74.68607

Summary Demographics

2019 Population	326
2019 Households	129
2019 Median Disposable Income	$75,000
2019 Per Capita Income	$46,155

2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	$7,081,556	$10,483,506	-$3,401,950	-19.4	13
Total Retail Trade	44-45	$6,392,514	$9,181,247	-$2,788,733	-17.9	11
Total Food & Drink	722	$689,042	$1,302,259	-$613,217	-30.8	2

2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	$1,305,635	$3,541,231	-$2,235,596	-46.1	2
Automobile Dealers	4411	$1,079,275	$0	$1,079,275	100.0	0
Other Motor Vehicle Dealers	4412	$111,380	$0	$111,380	100.0	0
Auto Parts, Accessories & Tire Stores	4413	$114,980	$486,693	-$371,713	-61.8	1
Furniture & Home Furnishings Stores	442	$263,214	$0	$263,214	100.0	0
Furniture Stores	4421	$130,675	$0	$130,675	100.0	0
Home Furnishings Stores	4422	$132,540	$0	$132,540	100.0	0
Electronics & Appliance Stores	443	$251,322	$0	$251,322	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	$439,480	$582,865	-$143,385	-14.0	1
Bldg Material & Supplies Dealers	4441	$399,479	$0	$399,479	100.0	0
Lawn & Garden Equip & Supply Stores	4442	$40,000	$0	$40,000	100.0	0
Food & Beverage Stores	445	$1,109,130	$0	$1,109,130	100.0	0
Grocery Stores	4451	$924,837	$0	$924,837	100.0	0
Specialty Food Stores	4452	$48,618	$0	$48,618	100.0	0
Beer, Wine & Liquor Stores	4453	$135,675	$0	$135,675	100.0	0
Health & Personal Care Stores	446,4461	$459,939	$0	$459,939	100.0	0
Gasoline Stations	447,4471	$583,874	$0	$583,874	100.0	0
Clothing & Clothing Accessories Stores	448	$481,446	$1,494,300	-$1,012,854	-51.3	2
Clothing Stores	4481	$336,005	$1,059,423	-$723,418	-51.8	2
Shoe Stores	4482	$60,412	$0	$60,412	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	$85,029	$0	$85,029	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	$197,171	$280,225	-$83,054	-17.4	1
Sporting Goods/Hobby/Musical Instr Stores	4511	$169,305	$246,360	-$77,055	-18.5	1
Book, Periodical & Music Stores	4512	$27,867	$0	$27,867	100.0	0
General Merchandise Stores	452	$941,141	$365,156	$575,985	44.1	1
Department Stores Excluding Leased Depts.	4521	$574,682	$0	$574,682	100.0	0
Other General Merchandise Stores	4529	$366,460	$365,156	$1,304	0.2	1
Miscellaneous Store Retailers	453	$247,344	$1,702,377	-$1,455,033	-74.6	4
Florists	4531	$20,240	$0	$20,240	100.0	0
Office Supplies, Stationery & Gift Stores	4532	$68,483	$90,768	-$22,285	-14.0	1
Used Merchandise Stores	4533	$15,769	$1,286,429	-$1,270,660	-97.6	2
Other Miscellaneous Store Retailers	4539	$142,852	$287,490	-$144,638	-33.6	1
Nonstore Retailers	454	$112,818	$0	$112,818	100.0	0
Electronic Shopping & Mail-Order Houses	4541	$77,071	$0	$77,071	100.0	0
Vending Machine Operators	4542	$4,780	$0	$4,780	100.0	0
Direct Selling Establishments	4543	$30,967	$0	$30,967	100.0	0
Food Services & Drinking Places	722	$689,042	$1,302,259	-$613,217	-30.8	2
Special Food Services	7223	$18,858	$0	$18,858	100.0	0
Drinking Places - Alcoholic Beverages	7224	$20,230	$0	$20,230	100.0	0
Restaurants/Other Eating Places	7225	$649,954	$1,278,392	-$628,438	-32.6	1

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.
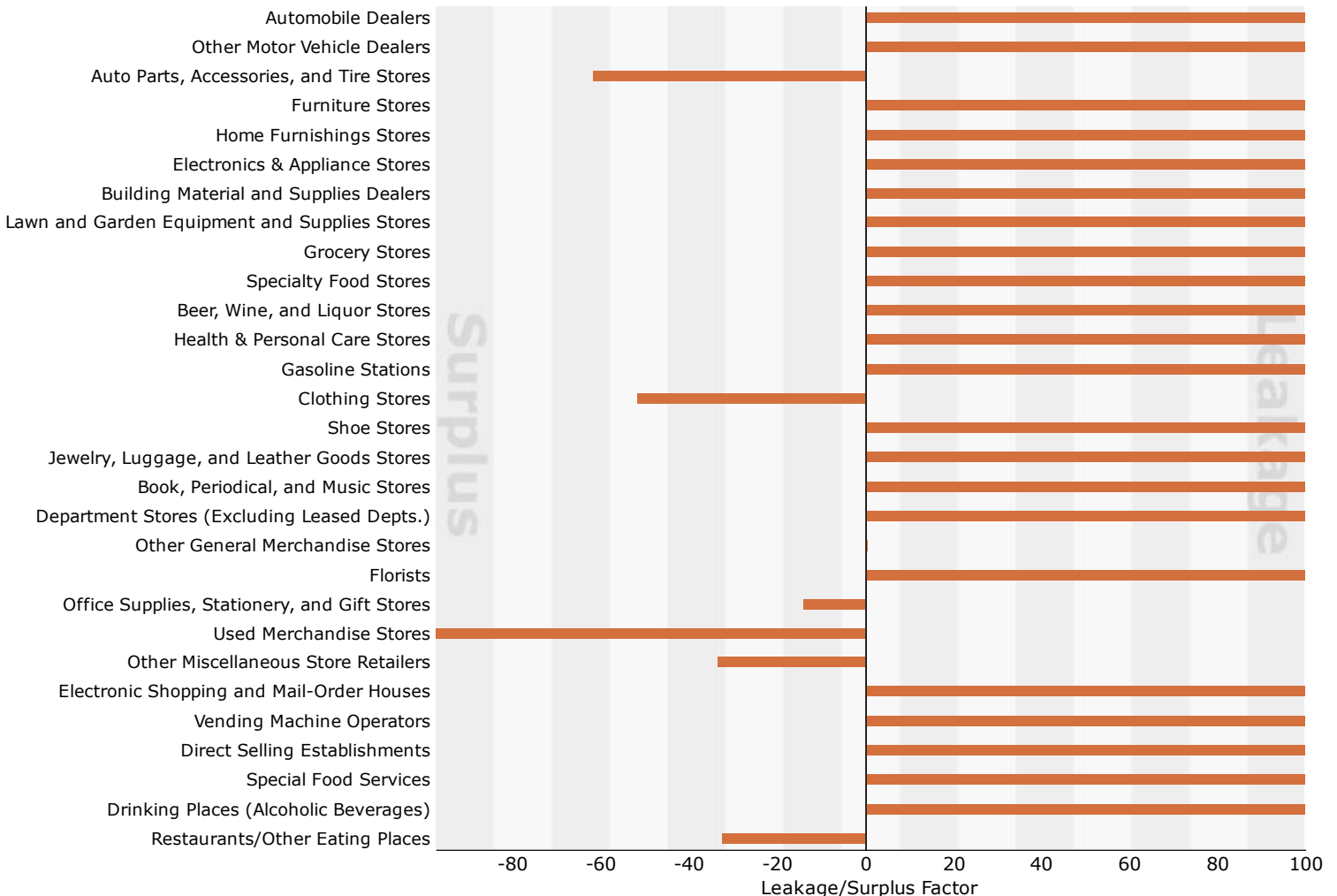http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf

March 03, 2020

Retail MarketPlace Profile

75 RT-15, Lafayette, New Jersey, 07848
Ring: 1 mile radius

Lafayette development
Latitude: 41.09452
Longitude: -74.68607

2017 Leakage/Surplus Factor by Industry Subsector

Motor Vehicle & Parts Dealers
Furniture & Home Furnishings Stores
Electronics & Appliance Stores
Bldg Materials, Garden Equip. & Supply Stores
Food & Beverage Stores
Health & Personal Care Stores
Gasoline Stations
Clothing and Clothing Accessories Stores
Sporting Goods, Hobby, Book, and Music Stores
General Merchandise Stores
Miscellaneous Store Retailers
Nonstore Retailers
Food Services & Drinking Places

Leakage/Surplus Factor

2017 Leakage/Surplus Factor by Industry Group

Automobile Dealers
Other Motor Vehicle Dealers
Auto Parts, Accessories, and Tire Stores
Furniture Stores
Home Furnishings Stores
Electronics & Appliance Stores
Building Material and Supplies Dealers
Lawn and Garden Equipment and Supplies Stores
Grocery Stores
Specialty Food Stores
Beer, Wine, and Liquor Stores
Health & Personal Care Stores
Gasoline Stations
Clothing Stores
Shoe Stores
Jewelry, Luggage, and Leather Goods Stores
Book, Periodical, and Music Stores
Department Stores (Excluding Leased Depts.)
Other General Merchandise Stores
Florists
Office Supplies, Stationery, and Gift Stores
Used Merchandise Stores
Other Miscellaneous Store Retailers
Electronic Shopping and Mail-Order Houses
Vending Machine Operators
Direct Selling Establishments
Special Food Services
Drinking Places (Alcoholic Beverages)
Restaurants/Other Eating Places

Leakage/Surplus Factor

March 03, 2020

esri®

75 RT-15, Lafayette, New Jersey, 07848
Ring: 3 mile radius

Lafayette development
Latitude: 41.09452
Longitude: -74.68607

Summary Demographics

2019 Population	4,939
2019 Households	1,812
2019 Median Disposable Income	$69,659
2019 Per Capita Income	$46,053

2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	$99,063,798	$393,454,511	-$294,390,713	-59.8	122
Total Retail Trade	44-45	$89,650,213	$377,042,401	-$287,392,188	-61.6	98
Total Food & Drink	722	$9,413,584	$16,412,110	-$6,998,526	-27.1	24

2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	$18,674,701	$198,778,090	-$180,103,389	-82.8	23
Automobile Dealers	4411	$15,451,866	$181,908,960	-$166,457,094	-84.3	13
Other Motor Vehicle Dealers	4412	$1,614,312	$12,305,509	-$10,691,197	-76.8	4
Auto Parts, Accessories & Tire Stores	4413	$1,608,523	$4,563,621	-$2,955,098	-47.9	6
Furniture & Home Furnishings Stores	442	$3,606,619	$13,015,845	-$9,409,226	-56.6	5
Furniture Stores	4421	$1,792,300	$2,141,077	-$348,777	-8.9	3
Home Furnishings Stores	4422	$1,814,319	$10,874,768	-$9,060,449	-71.4	2
Electronics & Appliance Stores	443	$3,474,530	$1,608,661	$1,865,869	36.7	2
Bldg Materials, Garden Equip. & Supply Stores	444	$6,131,122	$21,605,434	-$15,474,312	-55.8	7
Bldg Material & Supplies Dealers	4441	$5,575,754	$19,670,047	-$14,094,293	-55.8	4
Lawn & Garden Equip & Supply Stores	4442	$555,368	$1,935,387	-$1,380,019	-55.4	3
Food & Beverage Stores	445	$15,528,334	$21,939,094	-$6,410,760	-17.1	5
Grocery Stores	4451	$13,014,689	$19,736,748	-$6,722,059	-20.5	1
Specialty Food Stores	4452	$681,152	$328,812	$352,340	34.9	1
Beer, Wine & Liquor Stores	4453	$1,832,493	$1,873,534	-$41,041	-1.1	2
Health & Personal Care Stores	446,4461	$6,512,312	$7,460,845	-$948,533	-6.8	5
Gasoline Stations	447,4471	$8,371,046	$16,200,709	-$7,829,663	-31.9	3
Clothing & Clothing Accessories Stores	448	$6,501,855	$8,787,213	-$2,285,358	-14.9	12
Clothing Stores	4481	$4,558,243	$5,791,795	-$1,233,552	-11.9	8
Shoe Stores	4482	$823,216	$2,343,008	-$1,519,792	-48.0	2
Jewelry, Luggage & Leather Goods Stores	4483	$1,120,396	$652,410	$467,986	26.4	2
Sporting Goods, Hobby, Book & Music Stores	451	$2,712,201	$12,706,325	-$9,994,124	-64.8	7
Sporting Goods/Hobby/Musical Instr Stores	4511	$2,329,972	$12,544,469	-$10,214,497	-68.7	5
Book, Periodical & Music Stores	4512	$382,228	$161,856	$220,372	40.5	1
General Merchandise Stores	452	$13,059,361	$53,411,137	-$40,351,776	-60.7	4
Department Stores Excluding Leased Depts.	4521	$7,919,571	$52,214,667	-$44,295,096	-73.7	2
Other General Merchandise Stores	4529	$5,139,790	$1,196,470	$3,943,320	62.2	2
Miscellaneous Store Retailers	453	$3,503,220	$14,031,937	-$10,528,717	-60.0	20
Florists	4531	$259,913	$286,824	-$26,911	-4.9	2
Office Supplies, Stationery & Gift Stores	4532	$941,921	$4,907,756	-$3,965,835	-67.8	5
Used Merchandise Stores	4533	$216,691	$4,363,182	-$4,146,491	-90.5	8
Other Miscellaneous Store Retailers	4539	$2,084,694	$4,474,174	-$2,389,480	-36.4	6
Nonstore Retailers	454	$1,574,911	$7,497,112	-$5,922,201	-65.3	4
Electronic Shopping & Mail-Order Houses	4541	$1,073,326	$2,507,590	-$1,434,264	-40.1	1
Vending Machine Operators	4542	$66,874	$0	$66,874	100.0	0
Direct Selling Establishments	4543	$434,711	$4,989,522	-$4,554,811	-84.0	2
Food Services & Drinking Places	722	$9,413,584	$16,412,110	-$6,998,526	-27.1	24
Special Food Services	7223	$253,932	$397,259	-$143,327	-22.0	2
Drinking Places - Alcoholic Beverages	7224	$271,774	$551,524	-$279,750	-34.0	1
Restaurants/Other Eating Places	7225	$8,887,879	$15,463,326	-$6,575,447	-27.0	21

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.
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March 03, 2020

Retail MarketPlace Profile

75 RT-15, Lafayette, New Jersey, 07848
Ring: 3 mile radius

Lafayette development
Latitude: 41.09452
Longitude: -74.68607

2017 Leakage/Surplus Factor by Industry Subsector

2017 Leakage/Surplus Factor by Industry Group

March 03, 2020

Retail MarketPlace Profile

75 RT-15, Lafayette, New Jersey, 07848
Ring: 5 mile radius

Lafayette development
Latitude: 41.09452
Longitude: -74.68607

Summary Demographics

2019 Population	27,646
2019 Households	9,933
2019 Median Disposable Income	$65,091
2019 Per Capita Income	$43,229

2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	$486,805,240	$713,835,366	-$227,030,126	-18.9	343
Total Retail Trade	44-45	$439,780,753	$665,982,777	-$226,202,024	-20.5	248
Total Food & Drink	722	$47,024,487	$47,852,588	-$828,101	-0.9	95

2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	$90,156,216	$221,639,742	-$131,483,526	-42.2	37
Automobile Dealers	4411	$74,637,664	$199,152,242	-$124,514,578	-45.5	21
Other Motor Vehicle Dealers	4412	$7,643,645	$14,191,048	-$6,547,403	-30.0	5
Auto Parts, Accessories & Tire Stores	4413	$7,874,907	$8,296,452	-$421,545	-2.6	11
Furniture & Home Furnishings Stores	442	$17,853,682	$18,033,086	-$179,404	-0.5	11
Furniture Stores	4421	$8,960,884	$3,892,700	$5,068,184	39.4	5
Home Furnishings Stores	4422	$8,892,798	$14,140,386	-$5,247,588	-22.8	6
Electronics & Appliance Stores	443	$17,144,121	$14,503,068	$2,641,053	8.3	10
Bldg Materials, Garden Equip. & Supply Stores	444	$29,094,858	$51,239,789	-$22,144,931	-27.6	21
Bldg Material & Supplies Dealers	4441	$26,497,288	$47,968,755	-$21,471,467	-28.8	15
Lawn & Garden Equip & Supply Stores	4442	$2,597,570	$3,271,034	-$673,464	-11.5	6
Food & Beverage Stores	445	$77,124,576	$109,810,294	-$32,685,718	-17.5	25
Grocery Stores	4451	$64,607,021	$96,382,627	-$31,775,606	-19.7	8
Specialty Food Stores	4452	$3,390,528	$4,270,147	-$879,619	-11.5	7
Beer, Wine & Liquor Stores	4453	$9,127,026	$9,157,519	-$30,493	-0.2	9
Health & Personal Care Stores	446,4461	$31,806,567	$37,180,797	-$5,374,230	-7.8	21
Gasoline Stations	447,4471	$40,925,572	$62,479,985	-$21,554,413	-20.8	17
Clothing & Clothing Accessories Stores	448	$32,665,363	$16,620,591	$16,044,772	32.6	26
Clothing Stores	4481	$22,898,476	$11,596,206	$11,302,270	32.8	17
Shoe Stores	4482	$4,144,013	$2,557,432	$1,586,581	23.7	3
Jewelry, Luggage & Leather Goods Stores	4483	$5,622,874	$2,466,952	$3,155,922	39.0	7
Sporting Goods, Hobby, Book & Music Stores	451	$13,528,264	$17,370,012	-$3,841,748	-12.4	16
Sporting Goods/Hobby/Musical Instr Stores	4511	$11,601,281	$16,748,846	-$5,147,565	-18.2	13
Book, Periodical & Music Stores	4512	$1,926,983	$621,166	$1,305,817	51.2	3
General Merchandise Stores	452	$64,860,322	$81,997,911	-$17,137,589	-11.7	11
Department Stores Excluding Leased Depts.	4521	$39,403,852	$78,151,210	-$38,747,358	-33.0	6
Other General Merchandise Stores	4529	$25,456,470	$3,846,701	$21,609,769	73.7	5
Miscellaneous Store Retailers	453	$16,949,270	$20,519,388	-$3,570,118	-9.5	48
Florists	4531	$1,267,720	$1,154,978	$112,742	4.7	7
Office Supplies, Stationery & Gift Stores	4532	$4,677,716	$6,506,061	-$1,828,345	-16.3	11
Used Merchandise Stores	4533	$1,065,309	$6,131,622	-$5,066,313	-70.4	16
Other Miscellaneous Store Retailers	4539	$9,938,525	$6,726,727	$3,211,798	19.3	14
Nonstore Retailers	454	$7,671,942	$14,588,114	-$6,916,172	-31.1	7
Electronic Shopping & Mail-Order Houses	4541	$5,308,160	$3,635,684	$1,672,476	18.7	2
Vending Machine Operators	4542	$333,111	$0	$333,111	100.0	0
Direct Selling Establishments	4543	$2,030,670	$10,939,248	-$8,908,578	-68.7	5
Food Services & Drinking Places	722	$47,024,487	$47,852,588	-$828,101	-0.9	95
Special Food Services	7223	$1,272,755	$4,375,707	-$3,102,952	-54.9	6
Drinking Places - Alcoholic Beverages	7224	$1,375,147	$1,121,016	$254,131	10.2	3
Restaurants/Other Eating Places	7225	$44,376,586	$42,355,866	$2,020,720	2.3	85

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.
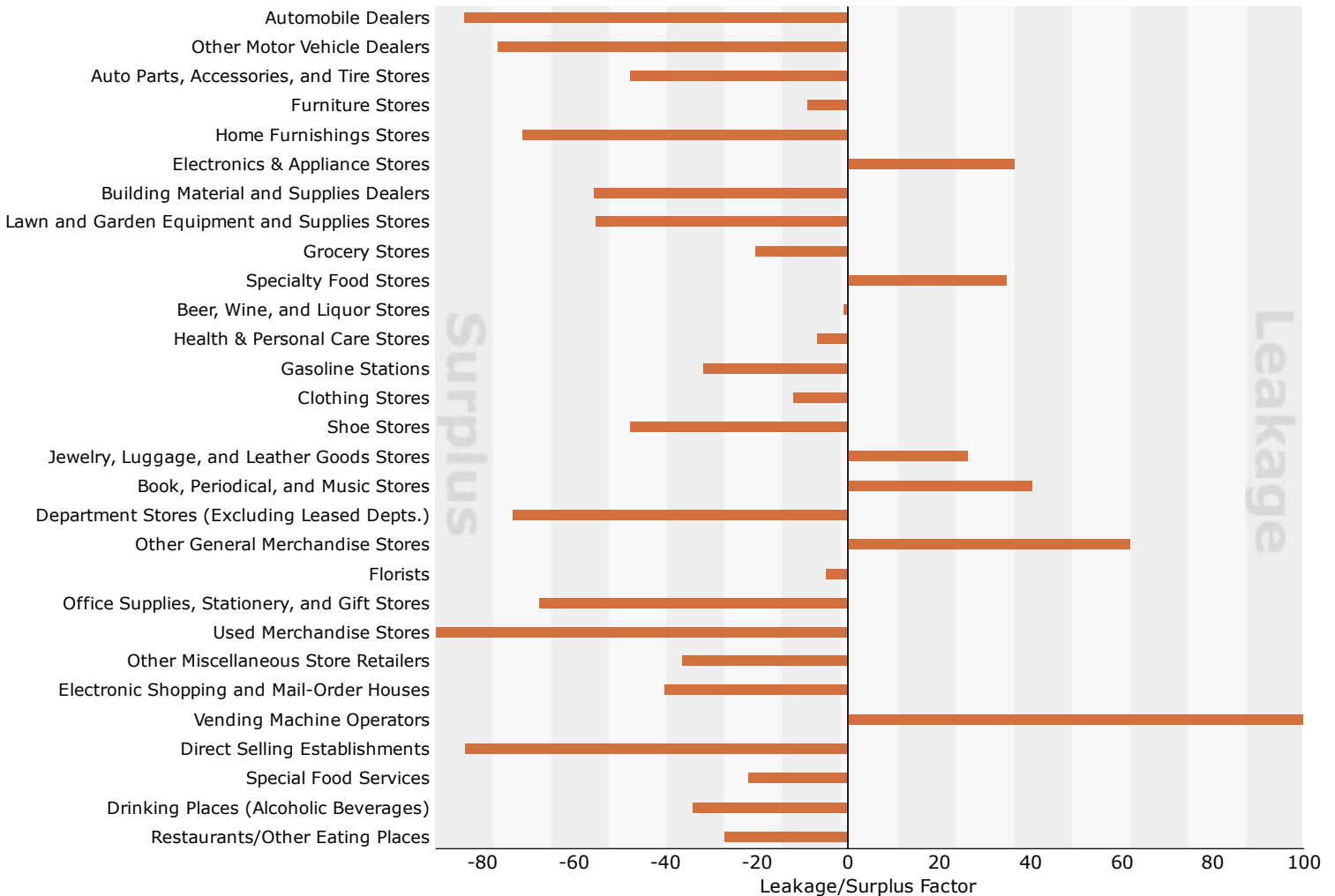http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf
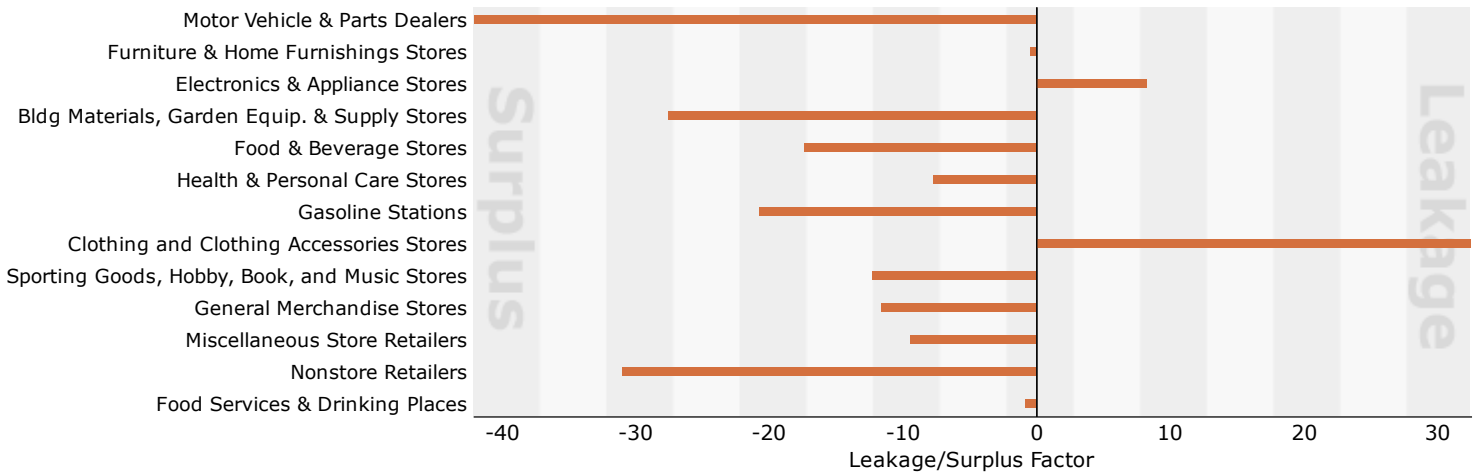
March 03, 2020

Retail MarketPlace Profile

75 RT-15, Lafayette, New Jersey, 07848
Ring: 5 mile radius

Lafayette development
Latitude: 41.09452
Longitude: -74.68607

2017 Leakage/Surplus Factor by Industry Subsector

Horizontal bar chart titled "Leakage/Surplus Factor", x-axis range −40 to 30, with the following categories:
- Motor Vehicle & Parts Dealers
- Furniture & Home Furnishings Stores
- Electronics & Appliance Stores
- Bldg Materials, Garden Equip. & Supply Stores
- Food & Beverage Stores
- Health & Personal Care Stores
- Gasoline Stations
- Clothing and Clothing Accessories Stores
- Sporting Goods, Hobby, Book, and Music Stores
- General Merchandise Stores
- Miscellaneous Store Retailers
- Nonstore Retailers
- Food Services & Drinking Places

2017 Leakage/Surplus Factor by Industry Group

Horizontal bar chart titled "Leakage/Surplus Factor", x-axis range −60 to 100, with the following categories:
- Automobile Dealers
- Other Motor Vehicle Dealers
- Auto Parts, Accessories, and Tire Stores
- Furniture Stores
- Home Furnishings Stores
- Electronics & Appliance Stores
- Building Material and Supplies Dealers
- Lawn and Garden Equipment and Supplies Stores
- Grocery Stores
- Specialty Food Stores
- Beer, Wine, and Liquor Stores
- Health & Personal Care Stores
- Gasoline Stations
- Clothing Stores
- Shoe Stores
- Jewelry, Luggage, and Leather Goods Stores
- Book, Periodical, and Music Stores
- Department Stores (Excluding Leased Depts.)
- Other General Merchandise Stores
- Florists
- Office Supplies, Stationery, and Gift Stores
- Used Merchandise Stores
- Other Miscellaneous Store Retailers
- Electronic Shopping and Mail-Order Houses
- Vending Machine Operators
- Direct Selling Establishments
- Special Food Services
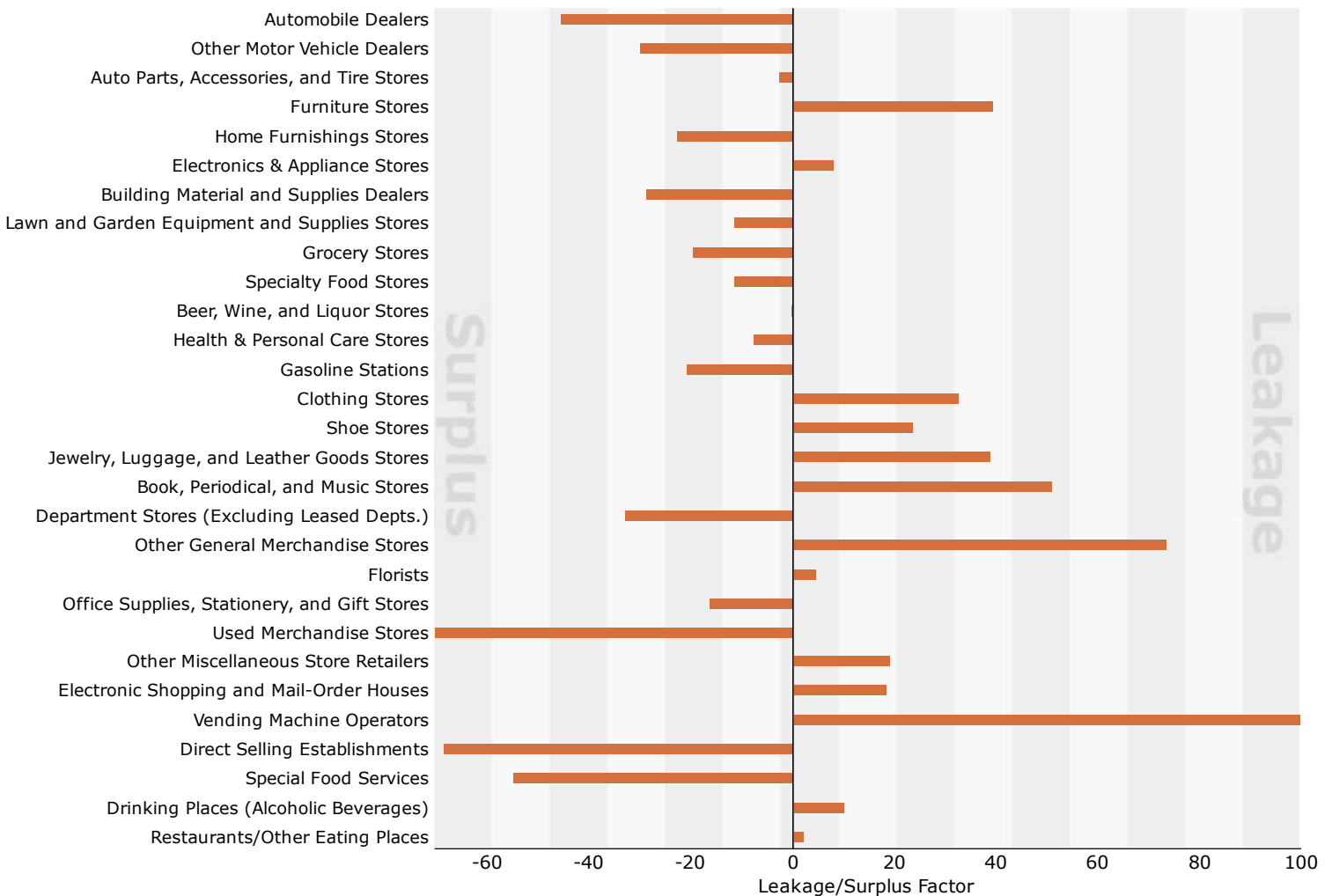- Drinking Places (Alcoholic Beverages)
- Restaurants/Other Eating Places

March 03, 2020

75 RT-15, Lafayette, New Jersey, 07848
Ring: 1 mile radius

Lafayette development
Latitude: 41.09452
Longitude: -74.68607

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	Average	Median
Population												
Total	334	338	338	338	336	336	334	332	329	326	334	335
Change	-	4	0	0	-2	0	-2	-2	-3	-3	-1	-2
Percent Change	-	1.2%	0.0%	0.0%	-0.6%	0.0%	-0.6%	-0.6%	-0.9%	-0.9%	-0.3%	-0.6%
Annual Rate	-	1.2%	0.6%	0.4%	0.1%	0.1%	0.0%	-0.1%	-0.2%	-0.3%	0.2%	0.1%

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	Average	Median
Households												
Total	132	134	134	134	134	133	132	132	130	129	132	132
Change	-	2	0	0	0	-1	-1	0	-2	-1	0	0
Percent Change	-	1.5%	0.0%	0.0%	0.0%	-0.7%	-0.8%	0.0%	-1.5%	-0.8%	-0.3%	0.0%
Annual Rate	-	1.5%	0.8%	0.5%	0.4%	0.2%	0.0%	0.0%	-0.2%	-0.3%	0.3%	0.2%

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	Average	Median
Housing Units												
Total	148	150	151	151	150	150	150	149	148	146	149	150
Change	-	2	1	0	-1	0	0	-1	-1	-2	0	0
Percent Change	-	1.4%	0.7%	0.0%	-0.7%	0.0%	0.0%	-0.7%	-0.7%	-1.4%	-0.1%	0.0%
Annual Rate	-	1.4%	1.0%	0.7%	0.3%	0.3%	0.2%	0.1%	0.0%	-0.2%	0.4%	0.3%

Data Note: The Esri Vintage 2019 Time Series (2010 thru 2019) represents July 1 annual estimates in 2019 geography. With each annual release, the entire Time Series is revised.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

March 03, 2020

75 RT-15, Lafayette, New Jersey, 07848
Ring: 3 mile radius

Lafayette development
Latitude: 41.09452
Longitude: -74.68607

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	Average	Median
Population												
Total	4,976	4,994	5,004	5,009	5,032	5,056	5,049	5,029	4,983	4,939	5,007	5,006
Change	-	18	10	5	23	24	-7	-20	-46	-44	-4	5
Percent Change	-	0.4%	0.2%	0.1%	0.5%	0.5%	-0.1%	-0.4%	-0.9%	-0.9%	-0.1%	0.1%
Annual Rate	-	0.4%	0.3%	0.2%	0.3%	0.3%	0.2%	0.2%	0.0%	-0.1%	0.2%	0.2%

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	Average	Median
Households												
Total	1,826	1,831	1,834	1,836	1,842	1,850	1,850	1,844	1,829	1,812	1,835	1,835
Change	-	5	3	2	6	8	0	-6	-15	-17	-2	2
Percent Change	-	0.3%	0.2%	0.1%	0.3%	0.4%	0.0%	-0.3%	-0.8%	-0.9%	-0.1%	0.1%
Annual Rate	-	0.3%	0.2%	0.2%	0.2%	0.3%	0.2%	0.1%	0.0%	-0.1%	0.2%	0.2%

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	Average	Median
Housing Units												
Total	1,947	1,953	1,960	1,964	1,974	1,986	1,991	1,991	1,976	1,960	1,970	1,969
Change	-	6	7	4	10	12	5	0	-15	-16	1	5
Percent Change	-	0.3%	0.4%	0.2%	0.5%	0.6%	0.3%	0.0%	-0.8%	-0.8%	0.1%	0.3%
Annual Rate	-	0.3%	0.3%	0.3%	0.3%	0.4%	0.4%	0.3%	0.2%	0.1%	0.3%	0.3%

Data Note: The Esri Vintage 2019 Time Series (2010 thru 2019) represents July 1 annual estimates in 2019 geography. With each annual release, the entire Time Series is revised.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

March 03, 2020

Time Series Profile

75 RT-15, Lafayette, New Jersey, 07848
Ring: 5 mile radius

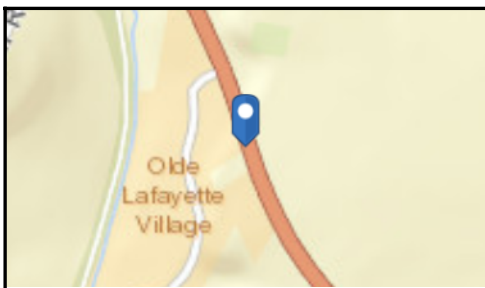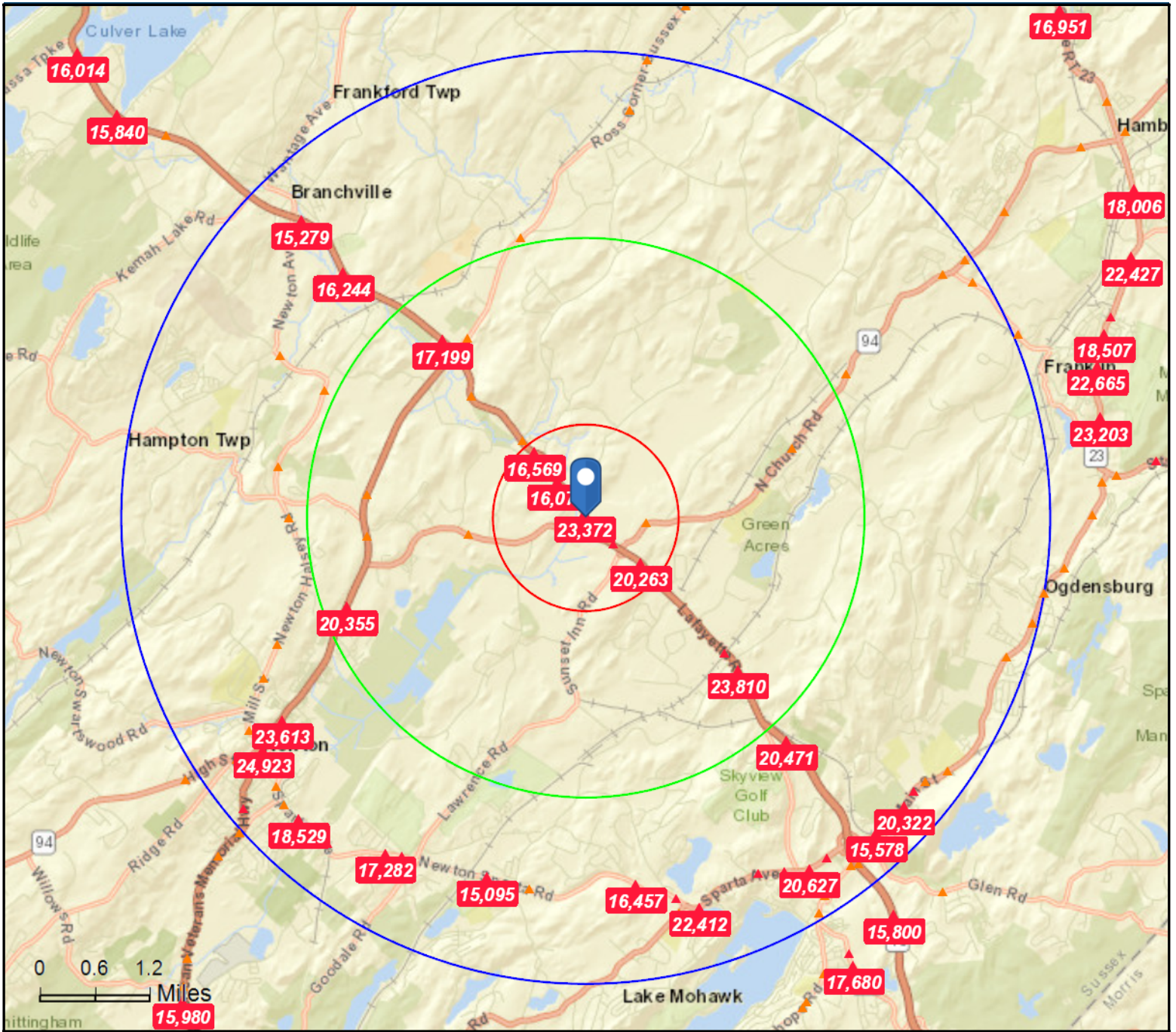Lafayette development
Latitude: 41.09452
Longitude: -74.68607

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	Average	Median
Population												
Total	28,041	28,130	28,236	28,355	28,407	28,276	28,017	27,733	27,623	27,646	28,046	28,086
Change	-	89	106	119	52	-131	-259	-284	-110	23	-44	23
Percent Change	-	0.3%	0.4%	0.4%	0.2%	-0.5%	-0.9%	-1.0%	-0.4%	0.1%	-0.2%	0.1%
Annual Rate	-	0.3%	0.3%	0.4%	0.3%	0.2%	0.0%	-0.2%	-0.2%	-0.2%	0.1%	0.2%

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	Average	Median
Households												
Total	10,091	10,128	10,165	10,205	10,217	10,165	10,063	9,957	9,920	9,933	10,084	10,110
Change	-	37	37	40	12	-52	-102	-106	-37	13	-18	12
Percent Change	-	0.4%	0.4%	0.4%	0.1%	-0.5%	-1.0%	-1.1%	-0.4%	0.1%	-0.2%	0.1%
Annual Rate	-	0.4%	0.4%	0.4%	0.3%	0.1%	0.0%	-0.2%	-0.2%	-0.2%	0.1%	0.1%

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	Average	Median
Housing Units												
Total	10,830	10,880	10,940	11,000	11,036	11,002	10,920	10,840	10,819	10,847	10,911	10,900
Change	-	50	60	60	36	-34	-82	-80	-21	28	2	28
Percent Change	-	0.5%	0.6%	0.5%	0.3%	-0.3%	-0.7%	-0.7%	-0.2%	0.3%	0.0%	0.3%
Annual Rate	-	0.5%	0.5%	0.5%	0.5%	0.3%	0.1%	0.0%	0.0%	0.0%	0.3%	0.3%

March 03, 2020

Traffic Count Map

75 RT-15, Lafayette, New Jersey, 07848
Rings: 1, 3, 5 mile radii

Lafayette development
Latitude: 41.09452
Longitude: -74.68607

Average Daily Traffic Volume
△ *Up to 6,000 vehicles per day*
▲ *6,001 - 15,000*
▲ *15,001 - 30,000*
▲ *30,001 - 50,000*
▲ *50,001 - 100,000*
▲ *More than 100,000 per day*
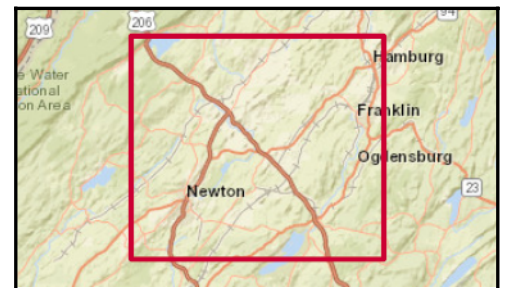
Source: ©2019 Kalibrate Technologies (Q3 2019).

March 03, 2020

esri

75 RT-15, Lafayette, New Jersey, 07848
Rings: 1, 3, 5 mile radii

Lafayette development
Latitude: 41.09452
Longitude: -74.68607

PARK

State Route 15

Lafayette Twp

Morris Farm Rd

1,173

Lafayette Township Municipal Government

Olde Lafayette Vlg

23,372

15

Olde Lafayette Village

State Route 94

9,686

94

6,880

Village Dr

19,925

0   0.035 0.07
Miles

Average Daily Traffic Volume
▲ **Up to 6,000 vehicles per day**
▲ **6,001 - 15,000**
▲ **15,001 - 30,000**
▲ **30,001 - 50,000**
▲ **50,001 - 100,000**
▲ **More than 100,000 per day**

March 03, 2020