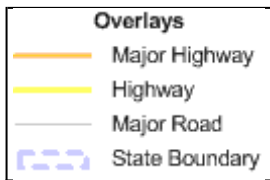
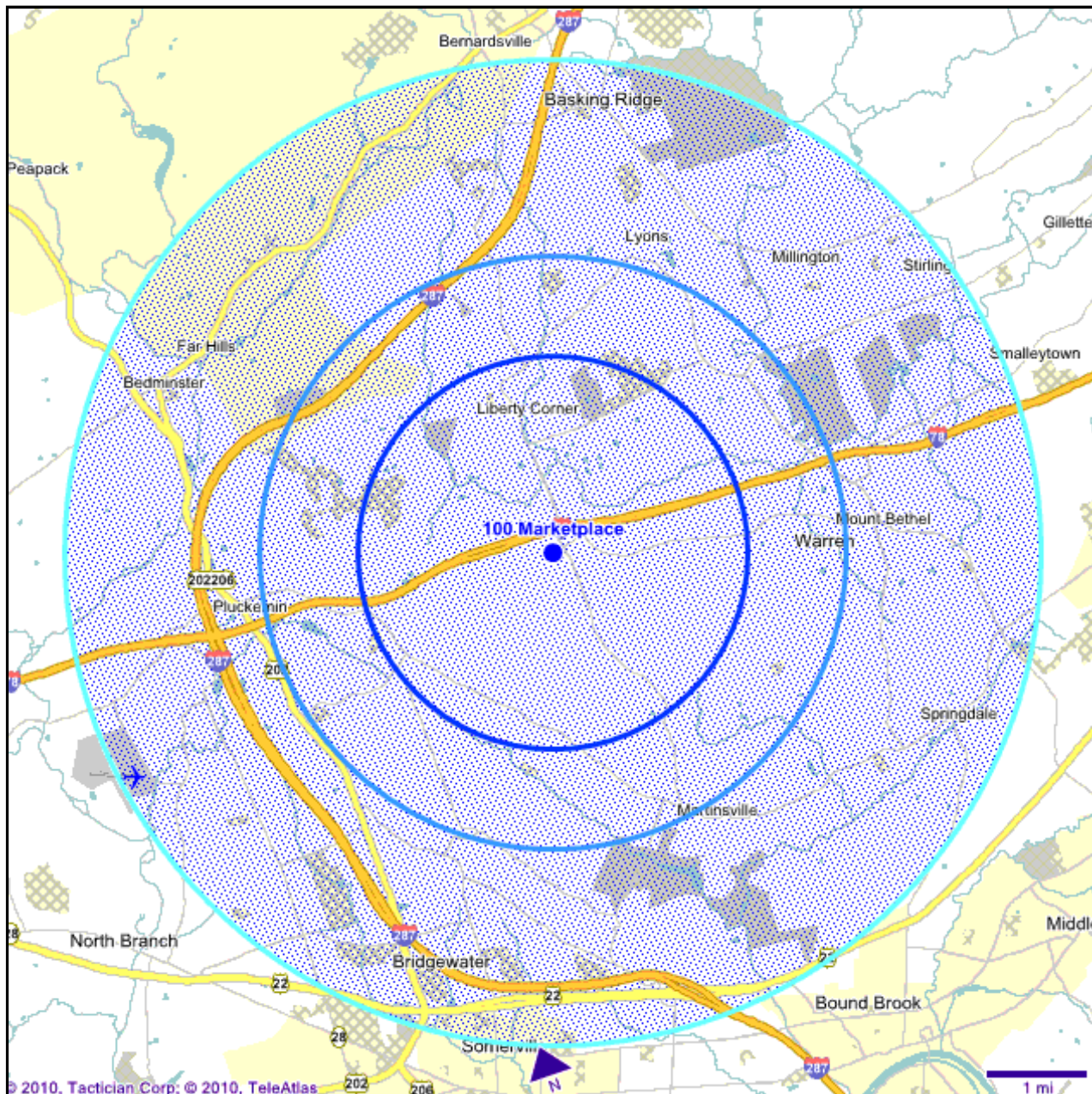


Detailed Demographic

100 Marketplace

Analysis Level: Block Groups

10/12/2010



25 Mountainview Boulevard
Basking Ridge, NJ

Longitude: -74.577883
Latitude: 40.643441

Population Change						
	Radial Trade Area, 2 miles		Radial Trade Area, 3 miles		Radial Trade Area, 5 miles	
	Number	Percent Change	Number	Percent Change	Number	Percent Change
1980 Census	4,295		13,757		45,228	
1990 Census	7,299	69.9%	19,877	44.5%	58,076	28.4%
2000 Census	11,661	59.8%	28,118	41.5%	73,662	26.8%
2010 Projection	12,984	11.3%	30,974	10.2%	79,619	8.1%
2015 Projection	13,206	1.7%	31,630	2.1%	81,548	2.4%

Households Change						
	Radial Trade Area, 2 miles		Radial Trade Area, 3 miles		Radial Trade Area, 5 miles	
	Number	Percent Change	Number	Percent Change	Number	Percent Change
1980 Census	1,083		3,705		13,798	
1990 Census	2,628	142.7%	7,121	92.2%	21,362	54.8%
2000 Census	4,254	61.9%	10,259	44.1%	27,731	29.8%
2010 Projection	4,504	5.9%	10,792	5.2%	28,751	3.7%
2015 Projection	4,549	1.0%	10,962	1.6%	29,373	2.2%

Population by Race (2010)						
	Radial Trade Area, 2 miles		Radial Trade Area, 3 miles		Radial Trade Area, 5 miles	
	Number	Percent	Number	Percent	Number	Percent
White	10,197	78.5%	25,140	81.2%	65,042	81.7%
Black	357	2.7%	810	2.6%	2,298	2.9%
Asian	2,223	17.1%	4,542	14.7%	10,738	13.5%
Native American	13	0.1%	26	0.1%	80	0.1%
Hawaiian / Pacific Islander	6	0.0%	13	0.0%	29	0.0%
Two or More	139	1.1%	327	1.1%	899	1.1%
Other Race	51	0.4%	117	0.4%	532	0.7%
Total	12,986	100.0%	30,975	100.0%	79,618	100.0%

Hispanic Population (2010)						
	Radial Trade Area, 2 miles		Radial Trade Area, 3 miles		Radial Trade Area, 5 miles	
	Number	Percent	Number	Percent	Number	Percent
Hispanic	683	5.3%	1,586	5.1%	5,233	6.6%
Not Hispanic	12,302	94.7%	29,388	94.9%	74,386	93.4%
Total	12,985	100.0%	30,974	100.0%	79,619	100.0%

Households by Tenure (2010)						
	Radial Trade Area, 2 miles		Radial Trade Area, 3 miles		Radial Trade Area, 5 miles	
	Number	Percent	Number	Percent	Number	Percent
Owner Occupied	4,059	84.8%	9,842	85.4%	24,907	81.0%
Renter Occupied	445	9.3%	950	8.2%	3,844	12.5%
Vacant	282	5.9%	726	6.3%	1,993	6.5%
Total	4,786	100.0%	11,518	100.0%	30,744	100.0%

Households by Income (2010)						
	Radial Trade Area, 2 miles		Radial Trade Area, 3 miles		Radial Trade Area, 5 miles	
	Number	Percent	Number	Percent	Number	Percent
Less Than \$10,000	26	0.6%	86	0.8%	411	1.4%
\$10,000-\$14,999	22	0.5%	87	0.8%	420	1.5%
\$15,000-\$19,999	25	0.5%	110	1.0%	484	1.7%
\$20,000-\$24,999	76	1.7%	179	1.7%	569	2.0%

\$25,000-\$29,999	33	0.7%	92	0.9%	438	1.5%
\$30,000-\$34,999	62	1.4%	125	1.2%	456	1.6%
\$35,000-\$39,999	58	1.3%	163	1.5%	577	2.0%
\$40,000-\$49,999	196	4.3%	423	3.9%	1,334	4.6%
\$50,000-\$59,999	136	3.0%	353	3.3%	1,200	4.2%
\$60,000-\$74,999	225	5.0%	610	5.6%	1,999	7.0%
\$75,000-\$99,999	543	12.0%	1,207	11.2%	3,349	11.6%
\$100,000-\$124,999	450	10.0%	1,185	11.0%	3,170	11.0%
\$125,000-\$149,999	372	8.3%	999	9.3%	2,758	9.6%
\$150,000-\$199,999	734	16.3%	1,798	16.7%	4,207	14.6%
\$200,000-\$249,999	402	8.9%	931	8.6%	2,064	7.2%
\$250,000-\$499,999	701	15.6%	1,541	14.3%	3,236	11.3%
\$500,000+	444	9.9%	904	8.4%	2,079	7.2%
Total	4,505	100.0%	10,793	100.0%	28,751	100.0%

Income (2010)			
	Radial Trade Area, 2 miles	Radial Trade Area, 3 miles	Radial Trade Area, 5 miles
Median Household Income	\$151,939	\$144,427	\$124,755
Average Household Income	\$218,945	\$205,700	\$183,298
Average Family Income	\$249,032	\$233,447	\$211,382

Population by Gender (2010)						
	Radial Trade Area, 2 miles		Radial Trade Area, 3 miles		Radial Trade Area, 5 miles	
	Number	Percent	Number	Percent	Number	Percent
Male	6,447	49.6%	15,394	49.7%	39,117	49.1%
Female	6,538	50.3%	15,580	50.3%	40,502	50.9%
Total	12,985	100.0%	30,974	100.0%	79,619	100.0%

Marital Status (2010)						
	Radial Trade Area, 2 miles		Radial Trade Area, 3 miles		Radial Trade Area, 5 miles	
	Number	Percent	Number	Percent	Number	Percent
Now Married	6,651	65.6%	16,330	67.0%	41,061	64.6%
Separated	357	3.5%	885	3.6%	2,076	3.3%
Divorced	595	5.9%	1,424	5.8%	4,029	6.3%
Never Married	2,054	20.3%	4,571	18.8%	12,780	20.1%
Widowed	487	4.8%	1,163	4.8%	3,657	5.7%
Total	10,144	100.0%	24,373	100.0%	63,603	100.0%

Household Structure (2010)						
	Radial Trade Area, 2 miles		Radial Trade Area, 3 miles		Radial Trade Area, 5 miles	
	Number	Percent	Number	Percent	Number	Percent
Married Couple Family with Children	1,657	38.0%	3,951	37.6%	9,580	34.4%
Lone Parent Male with Children	28	0.6%	64	0.6%	207	0.7%
Lone Parent Female with Children	228	5.2%	426	4.1%	1,126	4.0%
Married Couple Family No Children	1,306	29.9%	3,311	31.5%	8,855	31.8%
Lone Parent Male No Children	46	1.1%	114	1.1%	413	1.5%
Lone Parent Female No Children	114	2.6%	267	2.5%	861	3.1%
Non-Family Male Head With Children	3	0.1%	4	0.0%	13	0.0%
Non-Family Female Head With Children	1	0.0%	4	0.0%	13	0.0%
Lone Male Householder	309	7.1%	770	7.3%	2,252	8.1%
Lone Female Householder	671	15.4%	1,586	15.1%	4,547	16.3%
Total	4,363	100.0%	10,497	100.0%	27,867	100.0%

Total Population (2010)			
	Radial Trade Area, 2 miles	Radial Trade Area, 3 miles	Radial Trade Area, 5 miles

	Number	Percent	Number	Percent	Number	Percent
Age 0-4	808	6.2%	1,865	6.0%	4,666	5.9%
Age 5-9	972	7.5%	2,269	7.3%	5,464	6.9%
Age 10-14	1,042	8.0%	2,430	7.8%	5,834	7.3%
Age 15-19	837	6.4%	1,923	6.2%	4,997	6.3%
Age 20-24	424	3.3%	1,014	3.3%	3,099	3.9%
Age 25-29	449	3.5%	998	3.2%	2,900	3.6%
Age 30-34	593	4.6%	1,331	4.3%	3,557	4.5%
Age 35-39	930	7.2%	2,074	6.7%	5,226	6.6%
Age 40-44	1,145	8.8%	2,729	8.8%	6,742	8.5%
Age 45-49	1,277	9.8%	3,055	9.9%	7,567	9.5%
Age 50-54	1,173	9.0%	2,844	9.2%	7,214	9.1%
Age 55-59	964	7.4%	2,417	7.8%	6,172	7.8%
Age 60-64	751	5.8%	1,944	6.3%	4,941	6.2%
Age 65-69	543	4.2%	1,414	4.6%	3,752	4.7%
Age 70-74	360	2.8%	969	3.1%	2,684	3.4%
Age 75-79	293	2.3%	712	2.3%	1,997	2.5%
Age 80-84	219	1.7%	496	1.6%	1,459	1.8%
Age 85+	205	1.6%	492	1.6%	1,347	1.7%
Total	12,985	100.0%	30,976	100.0%	79,618	100.0%
Median	41.9		42.9		43.0	

Total Male Population (2010)						
	Radial Trade Area, 2 miles		Radial Trade Area, 3 miles		Radial Trade Area, 5 miles	
	Number	Percent	Number	Percent	Number	Percent
Age 0-4	417	6.5%	963	6.3%	2,393	6.1%
Age 5-9	490	7.6%	1,160	7.5%	2,828	7.2%
Age 10-14	545	8.5%	1,258	8.2%	3,017	7.7%
Age 15-19	413	6.4%	960	6.2%	2,496	6.4%
Age 20-24	237	3.7%	555	3.6%	1,652	4.2%
Age 25-29	217	3.4%	489	3.2%	1,449	3.7%
Age 30-34	279	4.3%	633	4.1%	1,739	4.4%
Age 35-39	431	6.7%	972	6.3%	2,479	6.3%
Age 40-44	538	8.4%	1,284	8.3%	3,177	8.1%
Age 45-49	619	9.6%	1,494	9.7%	3,700	9.5%
Age 50-54	591	9.2%	1,440	9.4%	3,639	9.3%
Age 55-59	478	7.4%	1,185	7.7%	3,004	7.7%
Age 60-64	362	5.6%	956	6.2%	2,401	6.1%
Age 65-69	306	4.7%	756	4.9%	1,846	4.7%
Age 70-74	190	2.9%	502	3.3%	1,295	3.3%
Age 75-79	152	2.4%	368	2.4%	919	2.4%
Age 80-84	100	1.5%	226	1.5%	613	1.6%
Age 85+	82	1.3%	191	1.2%	469	1.2%
Total	6,447	100.0%	15,392	100.0%	39,116	100.0%
Median	41.8		42.7		42.4	

Total Female Population (2010)						
	Radial Trade Area, 2 miles		Radial Trade Area, 3 miles		Radial Trade Area, 5 miles	
	Number	Percent	Number	Percent	Number	Percent
Age 0-4	391	6.0%	902	5.8%	2,273	5.6%
Age 5-9	482	7.4%	1,109	7.1%	2,636	6.5%
Age 10-14	497	7.6%	1,172	7.5%	2,817	7.0%
Age 15-19	424	6.5%	963	6.2%	2,501	6.2%
Age 20-24	187	2.9%	459	2.9%	1,447	3.6%
Age 25-29	231	3.5%	509	3.3%	1,451	3.6%

Age 30-34	314	4.8%	697	4.5%	1,819	4.5%
Age 35-39	500	7.6%	1,102	7.1%	2,747	6.8%
Age 40-44	607	9.3%	1,444	9.3%	3,565	8.8%
Age 45-49	659	10.1%	1,561	10.0%	3,867	9.5%
Age 50-54	582	8.9%	1,403	9.0%	3,575	8.8%
Age 55-59	485	7.4%	1,232	7.9%	3,168	7.8%
Age 60-64	389	6.0%	988	6.3%	2,540	6.3%
Age 65-69	237	3.6%	657	4.2%	1,906	4.7%
Age 70-74	170	2.6%	468	3.0%	1,389	3.4%
Age 75-79	141	2.2%	344	2.2%	1,078	2.7%
Age 80-84	119	1.8%	270	1.7%	846	2.1%
Age 85+	122	1.9%	301	1.9%	878	2.2%
Total	6,537	100.0%	15,581	100.0%	40,503	100.0%
Median	42.0		43.0		43.6	

Population by Household Type (2010)						
	Radial Trade Area, 2 miles		Radial Trade Area, 3 miles		Radial Trade Area, 5 miles	
	Number	Percent	Number	Percent	Number	Percent
Family	11,321	87.2%	27,235	87.9%	69,703	87.5%
Non-Family	1,211	9.3%	2,819	9.1%	8,446	10.6%
Group Quarters	452	3.5%	919	3.0%	1,469	1.8%
Total	12,984	100.0%	30,973	100.0%	79,618	100.0%

Employment Status 16 Plus (2010)						
	Radial Trade Area, 2 miles		Radial Trade Area, 3 miles		Radial Trade Area, 5 miles	
	Number	Percent	Number	Percent	Number	Percent
In Armed Forces	1	0.0%	2	0.0%	8	0.0%
Employed	6,243	62.7%	15,186	63.4%	39,835	63.7%
Unemployed	527	5.3%	1,119	4.7%	3,132	5.0%
Not In Labor Force	3,184	32.0%	7,639	31.9%	19,561	31.3%
Total	9,955	100.0%	23,946	100.0%	62,536	100.0%

Educational Attainment Age 25+ (2000)						
	Radial Trade Area, 2 miles		Radial Trade Area, 3 miles		Radial Trade Area, 5 miles	
	Number	Percent	Number	Percent	Number	Percent
Less than 9th Grade (2000)	137	1.7%	337	1.7%	1,160	2.3%
9th to 11th Grade no Diploma (2000)	210	2.6%	494	2.5%	1,870	3.6%
High School Graduate (includes Equivalency) (2000)	920	11.5%	2,370	12.2%	8,094	15.7%
Some College no Degree (2000)	974	12.2%	2,548	13.1%	7,296	14.2%
Associate Degree (2000)	461	5.8%	1,034	5.3%	2,787	5.4%
Bachelor's Degree (2000)	2,636	33.0%	6,688	34.4%	16,726	32.5%
Graduate or Profession Degree (2000)	2,658	33.2%	5,949	30.6%	13,460	26.2%
Total	7,996	100.0%	19,420	100.0%	51,393	100.0%

Educational Attainment Male Age 25+ (2000)						
	Radial Trade Area, 2 miles		Radial Trade Area, 3 miles		Radial Trade Area, 5 miles	
	Number	Percent	Number	Percent	Number	Percent
Male: No Schooling Completed (2000)	5	0.1%	9	0.1%	42	0.2%
Male: Nursery to 4th Grade (2000)	3	0.1%	15	0.2%	34	0.1%
Male: 5th and 6th Grade (2000)	31	0.8%	53	0.6%	147	0.6%
Male: 7th and 8th Grade (2000)	31	0.8%	85	0.9%	266	1.1%
Male: 9th Grade (2000)	11	0.3%	30	0.3%	148	0.6%
Male: 10th Grade (2000)	11	0.3%	35	0.4%	200	0.8%
Male: 11th Grade (2000)	46	1.2%	84	0.9%	193	0.8%

Male: 11th Grade no Diploma (2000)	23	0.6%	72	0.8%	311	1.3%
Male: High School Graduate (includes Equivalency) (2000)	361	9.5%	885	9.5%	2,964	12.2%
Male: Some College less than 1 Year (2000)	77	2.0%	253	2.7%	811	3.3%
Male: Some College 1 or more Years (2000)	315	8.3%	842	9.1%	2,466	10.2%
Male: Associate Degree (2000)	137	3.6%	326	3.5%	913	3.8%
Male: Bachelor's Degree (2000)	1,229	32.2%	3,169	34.1%	7,957	32.8%
Male: Master's Degree (2000)	943	24.7%	2,056	22.1%	4,665	19.3%
Male: Professional School Degree (2000)	378	9.9%	833	9.0%	1,788	7.4%
Male: Doctorate Degree (2000)	219	5.7%	551	5.9%	1,327	5.5%
Total	3,820	100.0%	9,298	100.0%	24,232	100.0%

Educational Attainment Female Age 25+ (2000)						
	Radial Trade Area, 2 miles		Radial Trade Area, 3 miles		Radial Trade Area, 5 miles	
	Number	Percent	Number	Percent	Number	Percent
Female: No Schooling Completed (2000)	11	0.3%	18	0.2%	68	0.2%
Female: Nursery to 4th Grade (2000)	3	0.1%	18	0.2%	43	0.2%
Female: 5th and 6th Grade (2000)	13	0.3%	31	0.3%	149	0.5%
Female: 7th and 8th Grade (2000)	40	1.0%	107	1.1%	411	1.5%
Female: 9th Grade (2000)	19	0.5%	38	0.4%	119	0.4%
Female: 10th Grade (2000)	33	0.8%	67	0.7%	229	0.8%
Female: 11th Grade (2000)	17	0.4%	39	0.4%	137	0.5%
Female: 11th Grade no Diploma (2000)	50	1.2%	130	1.3%	534	2.0%
Female: High School Graduate (includes Equivalency) (2000)	558	13.4%	1,485	14.7%	5,130	18.9%
Female: Some College less than 1 Year (2000)	177	4.3%	520	5.1%	1,463	5.4%
Female: Some College 1 or more Years (2000)	404	9.7%	933	9.2%	2,556	9.4%
Female: Associate Degree (2000)	324	7.8%	708	7.0%	1,874	6.9%
Female: Bachelor's Degree (2000)	1,407	33.7%	3,519	34.8%	8,769	32.3%
Female: Master's Degree (2000)	863	20.7%	1,914	18.9%	4,338	16.0%
Female: Professional School Degree (2000)	193	4.6%	407	4.0%	922	3.4%
Female: Doctorate Degree (2000)	62	1.5%	188	1.9%	419	1.5%
Total	4,174	100.0%	10,122	100.0%	27,161	100.0%

Value of Owner-Occupied Property Values (2000)						
	Radial Trade Area, 2 miles		Radial Trade Area, 3 miles		Radial Trade Area, 5 miles	
	Number	Percent	Number	Percent	Number	Percent
Less than \$10,000	0	0.0%	0	0.0%	6	0.0%
\$10,000 to \$14,999	0	0.0%	0	0.0%	0	0.0%
\$15,000 to \$19,999	0	0.0%	0	0.0%	0	0.0%
\$20,000 to \$24,999	0	0.0%	2	0.0%	8	0.0%
\$25,000 to \$29,999	0	0.0%	4	0.0%	16	0.1%
\$30,000 to \$34,999	0	0.0%	1	0.0%	10	0.0%
\$35,000 to \$39,999	0	0.0%	10	0.1%	23	0.1%
\$40,000 to \$49,999	7	0.2%	28	0.3%	114	0.5%
\$50,000 to \$59,999	0	0.0%	18	0.2%	110	0.5%
\$60,000 to \$69,999	8	0.2%	13	0.1%	66	0.3%
\$70,000 to \$79,999	15	0.4%	25	0.3%	82	0.3%
\$80,000 to \$89,999	60	1.6%	91	1.0%	211	0.9%
\$90,000 to \$99,999	22	0.6%	64	0.7%	224	1.0%
\$100,000 to \$114,999	94	2.5%	175	1.9%	526	2.2%
\$115,000 to \$149,999	128	3.4%	357	3.9%	1,066	4.5%
\$150,000 to \$174,999	247	6.5%	521	5.6%	1,542	6.5%
\$175,000 to \$199,999	237	6.3%	463	5.0%	1,610	6.8%
\$200,000 to \$249,999	430	11.4%	1,002	10.8%	2,920	12.4%
\$250,000 to \$299,999	310	8.2%	985	10.7%	2,853	12.1%

\$300,000 to \$399,999	648	17.2%	1,848	20.0%	4,796	20.4%
\$400,000 to \$499,999	533	14.1%	1,293	14.0%	2,829	12.0%
\$500,000 to \$749,999	669	17.7%	1,600	17.3%	3,101	13.2%
\$750,000 to \$999,999	206	5.5%	455	4.9%	838	3.6%
\$1,000,000 or more	161	4.3%	289	3.1%	614	2.6%
Total	3,775	100.0%	9,244	100.0%	23,565	100.0%

Internet Marketing Solutions provided by:



Tactician Corporation

305 North Main Street • Andover, MA, 01810 USA
Ph: 978-475-4475 • Fax: 978-475-2136
www.tactician.com

Data Provided by:



3025 Sunflower Street
Thousand Oaks, CA 91360

APPLIED GEOGRAPHIC SOLUTIONS

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