

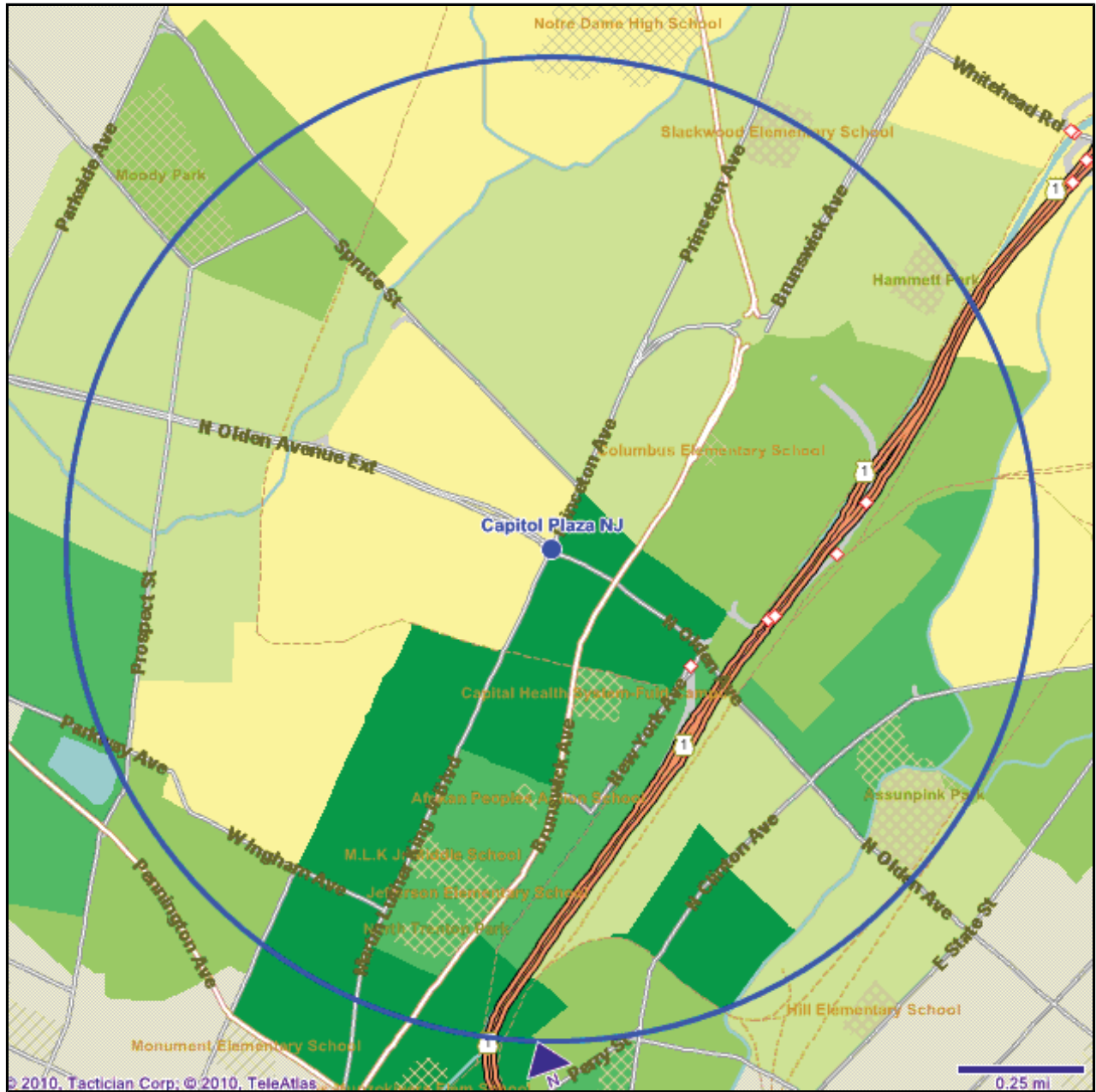
Demographic Trend

Capitol Plaza, Ewing Twp, NJ

Prepared by Levin Leasing

Analysis Level: Block Groups

4/22/2010



North Olden Avenue & Princeton Pike
Ewing Twp, NJ

Longitude: -74.752666
Latitude: 40.240197

Radial Trade Area, 1 mile

Summary Demographic						
	2000 CENSUS		2009 ESTIMATE		2014 FORECAST	
Population	17,997		17,811		16,800	
Households	6,306		6,189		6,286	
Families	4,175		4,042		4,046	
Median Age	32.9		34.0		34.6	
Median Household Income	\$33,712		\$42,292		\$45,543	
Average Household Income	\$43,695		\$53,984		\$64,228	
Average Household Size	2.85		2.88		2.67	

Households by Income						
	2000 CENSUS		2009 ESTIMATE		2014 FORECAST	
	Number	Percent	Number	Percent	Number	Percent
Less Than \$10,000	925	14.7%	768	12.4%	730	11.6%
\$10,000 - \$14,999	447	7.1%	341	5.5%	328	5.2%
\$15,000 - \$19,999	531	8.4%	386	6.2%	363	5.8%
\$20,000 - \$24,999	499	7.9%	425	6.9%	376	6.0%
\$25,000 - \$29,999	424	6.7%	377	6.1%	379	6.0%
\$30,000 - \$34,999	440	7.0%	340	5.5%	328	5.2%
\$35,000 - \$39,999	415	6.6%	304	4.9%	304	4.8%
\$40,000 - \$49,999	578	9.2%	673	10.9%	605	9.6%
\$50,000 - \$59,999	527	8.4%	458	7.4%	489	7.8%
\$60,000 - \$74,999	570	9.0%	609	9.8%	653	10.4%
\$75,000 - \$99,999	534	8.5%	676	10.9%	698	11.1%
\$100,000 - \$124,999	221	3.5%	404	6.5%	481	7.6%
\$125,000 - \$149,999	91	1.4%	197	3.2%	255	4.1%
\$150,000 - \$199,999	49	0.8%	134	2.2%	174	2.8%
\$200,000+	54	0.9%	98	1.6%	124	2.0%
Total	6,306	100.0%	6,189	100.0%	6,286	100.0%

Population by Age						
	2000 CENSUS		2009 ESTIMATE		2014 FORECAST	
	Number	Percent	Number	Percent	Number	Percent
Age 0-4	1,232	6.8%	1,141	6.4%	1,184	7.0%
Age 5-9	1,484	8.2%	1,245	7.0%	1,121	6.7%
Age 10-14	1,454	8.1%	1,270	7.1%	1,157	6.9%
Age 15-19	1,330	7.4%	1,379	7.7%	1,132	6.7%
Age 20-24	1,321	7.3%	1,539	8.6%	1,315	7.8%
Age 25-29	1,406	7.8%	1,417	8.0%	1,455	8.7%
Age 30-34	1,350	7.5%	1,155	6.5%	1,116	6.6%
Age 35-39	1,392	7.7%	1,116	6.3%	992	5.9%
Age 40-44	1,400	7.8%	1,260	7.1%	1,023	6.1%
Age 45-49	1,224	6.8%	1,306	7.3%	1,112	6.6%
Age 50-54	973	5.4%	1,090	6.1%	1,074	6.4%
Age 55-59	673	3.7%	865	4.9%	897	5.3%
Age 60-64	595	3.3%	823	4.6%	880	5.2%
Age 65-69	563	3.1%	628	3.5%	776	4.6%
Age 70-74	522	2.9%	487	2.7%	526	3.1%
Age 75-79	510	2.8%	481	2.7%	434	2.6%
Age 80-84	334	1.9%	336	1.9%	355	2.1%
Age 85+	233	1.3%	273	1.5%	250	1.5%

Total	17,997	100.0%	17,811	100.0%	16,800	100.0%
Median	32.9		34.0		34.6	

Population by Race Trends						
	2000 CENSUS		2009 ESTIMATE		2014 FORECAST	
	Number	Percent	Number	Percent	Number	Percent
White	6,474	36.0%	6,149	34.5%	6,540	38.9%
Black	9,596	53.3%	9,504	53.4%	8,051	47.9%
Native American	53	0.3%	37	0.2%	17	0.1%
Asian	230	1.3%	342	1.9%	379	2.3%
Hawaiian / Pacific Islander	24	0.1%	34	0.2%	29	0.2%
Two or More	553	3.1%	612	3.4%	611	3.6%
Other Race	1,066	5.9%	1,132	6.4%	1,174	7.0%
Total	17,997	100.0%	17,811	100.0%	16,800	100.0%

Hispanic Population Trends						
	2000 CENSUS		2009 ESTIMATE		2014 FORECAST	
	Number	Percent	Number	Percent	Number	Percent
Hispanic	2,401	13.3%	3,260	18.3%	3,391	20.2%
Not Hispanic	15,596	86.7%	14,551	81.7%	13,409	79.8%
Total	17,997	100.0%	17,811	100.0%	16,800	100.0%

Households by Occupancy Trends						
	2000 CENSUS		2009 ESTIMATE		2014 FORECAST	
	Number	Percent	Number	Percent	Number	Percent
Owner Occupied	3,399	47.4%	3,790	52.4%	4,387	61.0%
Renter Occupied	2,907	40.6%	2,400	33.2%	1,899	26.4%
Vacant	857	12.0%	1,049	14.5%	901	12.5%
Total	7,163	100.0%	7,238	100.0%	7,187	100.0%

Daytime Population			
	2000 CENSUS	2009 ESTIMATE	2014 FORECAST
Establishments	0	916	0
Employees	0	12,404	0

Radial Trade Area, 3 miles

Summary Demographic				
	2000 CENSUS		2009 ESTIMATE	2014 FORECAST
Population	151,700		145,898	138,114
Households	53,782		52,109	52,919
Families	34,741		33,219	33,359
Median Age	33.9		35.3	36.0
Median Household Income	\$39,634		\$49,547	\$53,330
Average Household Income	\$49,345		\$63,025	\$72,672
Average Household Size	2.82		2.80	2.61

Households by Income						
	2000 CENSUS		2009 ESTIMATE		2014 FORECAST	
	Number	Percent	Number	Percent	Number	Percent
Less Than \$10,000	6,887	12.8%	5,668	10.9%	5,489	10.4%
\$10,000 - \$14,999	3,290	6.1%	2,402	4.6%	2,329	4.4%
\$15,000 - \$19,999	3,355	6.2%	2,679	5.1%	2,618	4.9%
\$20,000 - \$24,999	3,511	6.5%	2,702	5.2%	2,395	4.5%
\$25,000 - \$29,999	3,540	6.6%	2,630	5.0%	2,571	4.9%
\$30,000 - \$34,999	3,396	6.3%	2,723	5.2%	2,477	4.7%
\$35,000 - \$39,999	3,143	5.8%	2,375	4.6%	2,538	4.8%
\$40,000 - \$49,999	5,628	10.5%	5,107	9.8%	4,524	8.5%
\$50,000 - \$59,999	4,689	8.7%	4,449	8.5%	4,563	8.6%
\$60,000 - \$74,999	5,763	10.7%	5,302	10.2%	5,468	10.3%
\$75,000 - \$99,999	5,586	10.4%	6,823	13.1%	6,795	12.8%
\$100,000 - \$124,999	2,669	5.0%	4,167	8.0%	4,898	9.3%
\$125,000 - \$149,999	1,054	2.0%	2,259	4.3%	2,666	5.0%
\$150,000 - \$199,999	731	1.4%	1,610	3.1%	2,092	4.0%
\$200,000+	541	1.0%	1,212	2.3%	1,498	2.8%
Total	53,782	100.0%	52,109	100.0%	52,919	100.0%

Population by Age						
	2000 CENSUS		2009 ESTIMATE		2014 FORECAST	
	Number	Percent	Number	Percent	Number	Percent
Age 0-4	10,054	6.6%	9,138	6.3%	9,552	6.9%
Age 5-9	11,187	7.4%	9,418	6.5%	8,458	6.1%
Age 10-14	10,597	7.0%	9,248	6.3%	8,392	6.1%
Age 15-19	11,758	7.8%	11,184	7.7%	9,303	6.7%
Age 20-24	12,233	8.1%	13,006	8.9%	11,394	8.2%
Age 25-29	10,922	7.2%	10,816	7.4%	11,107	8.0%
Age 30-34	11,598	7.6%	9,591	6.6%	9,273	6.7%
Age 35-39	11,968	7.9%	9,253	6.3%	8,141	5.9%
Age 40-44	11,529	7.6%	10,078	6.9%	8,107	5.9%
Age 45-49	9,957	6.6%	10,402	7.1%	8,793	6.4%
Age 50-54	8,325	5.5%	9,152	6.3%	8,971	6.5%
Age 55-59	6,420	4.2%	7,994	5.5%	8,347	6.0%
Age 60-64	5,333	3.5%	7,192	4.9%	7,744	5.6%
Age 65-69	4,810	3.2%	5,259	3.6%	6,406	4.6%
Age 70-74	4,939	3.3%	4,377	3.0%	4,734	3.4%
Age 75-79	4,495	3.0%	4,084	2.8%	3,703	2.7%
Age 80-84	3,152	2.1%	3,042	2.1%	3,232	2.3%
Age 85+	2,423	1.6%	2,665	1.8%	2,455	1.8%

Total	151,700	100.0%	145,898	100.0%	138,114	100.0%
Median	33.9		35.3		36.0	

Population by Race Trends						
	2000 CENSUS		2009 ESTIMATE		2014 FORECAST	
	Number	Percent	Number	Percent	Number	Percent
White	75,700	49.9%	68,479	46.9%	66,075	47.8%
Black	57,771	38.1%	57,195	39.2%	50,698	36.7%
Native American	416	0.3%	294	0.2%	123	0.1%
Asian	2,186	1.4%	3,171	2.2%	3,268	2.4%
Hawaiian / Pacific Islander	245	0.2%	352	0.2%	272	0.2%
Two or More	4,288	2.8%	4,677	3.2%	4,853	3.5%
Other Race	11,094	7.3%	11,730	8.0%	12,824	9.3%
Total	151,700	100.0%	145,898	100.0%	138,114	100.0%

Hispanic Population Trends						
	2000 CENSUS		2009 ESTIMATE		2014 FORECAST	
	Number	Percent	Number	Percent	Number	Percent
Hispanic	22,552	14.9%	30,264	20.7%	31,111	22.5%
Not Hispanic	129,148	85.1%	115,634	79.3%	107,002	77.5%
Total	151,700	100.0%	145,898	100.0%	138,114	100.0%

Households by Occupancy Trends						
	2000 CENSUS		2009 ESTIMATE		2014 FORECAST	
	Number	Percent	Number	Percent	Number	Percent
Owner Occupied	30,320	51.4%	32,898	55.9%	37,689	64.3%
Renter Occupied	23,462	39.7%	19,211	32.6%	15,230	26.0%
Vacant	5,263	8.9%	6,755	11.5%	5,662	9.7%
Total	59,045	100.0%	58,864	100.0%	58,581	100.0%

Daytime Population			
	2000 CENSUS	2009 ESTIMATE	2014 FORECAST
Establishments	0	5,657	0
Employees	0	109,710	0

Radial Trade Area, 5 miles

Summary Demographic				
	2000 CENSUS		2009 ESTIMATE	2014 FORECAST
Population	240,478		235,609	224,726
Households	88,418		87,161	89,115
Families	58,569		56,825	57,461
Median Age	35.8		37.5	38.5
Median Household Income	\$47,835		\$59,941	\$64,830
Average Household Income	\$60,196		\$77,571	\$87,907
Average Household Size	2.72		2.70	2.52

Households by Income						
	2000 CENSUS		2009 ESTIMATE		2014 FORECAST	
	Number	Percent	Number	Percent	Number	Percent
Less Than \$10,000	8,282	9.4%	6,771	7.8%	6,536	7.3%
\$10,000 - \$14,999	4,557	5.2%	3,189	3.7%	3,072	3.4%
\$15,000 - \$19,999	4,629	5.2%	3,792	4.4%	3,719	4.2%
\$20,000 - \$24,999	4,958	5.6%	3,789	4.3%	3,302	3.7%
\$25,000 - \$29,999	4,980	5.6%	3,761	4.3%	3,672	4.1%
\$30,000 - \$34,999	5,148	5.8%	3,878	4.4%	3,557	4.0%
\$35,000 - \$39,999	4,712	5.3%	3,533	4.1%	3,672	4.1%
\$40,000 - \$49,999	8,863	10.0%	7,849	9.0%	6,987	7.8%
\$50,000 - \$59,999	7,693	8.7%	7,058	8.1%	7,154	8.0%
\$60,000 - \$74,999	10,424	11.8%	8,826	10.1%	8,961	10.1%
\$75,000 - \$99,999	11,013	12.5%	12,578	14.4%	12,381	13.9%
\$100,000 - \$124,999	5,964	6.7%	8,566	9.8%	9,703	10.9%
\$125,000 - \$149,999	2,767	3.1%	5,003	5.7%	5,856	6.6%
\$150,000 - \$199,999	2,472	2.8%	4,280	4.9%	5,312	6.0%
\$200,000+	1,957	2.2%	4,286	4.9%	5,230	5.9%
Total	88,418	100.0%	87,161	100.0%	89,115	100.0%

Population by Age						
	2000 CENSUS		2009 ESTIMATE		2014 FORECAST	
	Number	Percent	Number	Percent	Number	Percent
Age 0-4	15,349	6.4%	14,038	6.0%	14,649	6.5%
Age 5-9	16,872	7.0%	14,412	6.1%	12,796	5.7%
Age 10-14	16,368	6.8%	14,419	6.1%	13,071	5.8%
Age 15-19	17,058	7.1%	16,801	7.1%	14,001	6.2%
Age 20-24	16,868	7.0%	18,827	8.0%	16,626	7.4%
Age 25-29	16,313	6.8%	16,470	7.0%	17,165	7.6%
Age 30-34	18,155	7.5%	15,150	6.4%	14,760	6.6%
Age 35-39	19,511	8.1%	15,210	6.5%	13,280	5.9%
Age 40-44	19,162	8.0%	16,814	7.1%	13,636	6.1%
Age 45-49	17,113	7.1%	17,950	7.6%	15,313	6.8%
Age 50-54	14,825	6.2%	16,472	7.0%	16,216	7.2%
Age 55-59	11,134	4.6%	14,085	6.0%	14,862	6.6%
Age 60-64	8,874	3.7%	12,202	5.2%	13,268	5.9%
Age 65-69	8,147	3.4%	9,092	3.9%	11,189	5.0%
Age 70-74	8,239	3.4%	7,421	3.1%	8,135	3.6%
Age 75-79	7,506	3.1%	6,891	2.9%	6,331	2.8%
Age 80-84	5,026	2.1%	4,928	2.1%	5,274	2.3%
Age 85+	3,956	1.6%	4,426	1.9%	4,153	1.8%

Total	240,478	100.0%	235,609	100.0%	224,726	100.0%
Median	35.8		37.5		38.5	

Population by Race Trends						
	2000 CENSUS		2009 ESTIMATE		2014 FORECAST	
	Number	Percent	Number	Percent	Number	Percent
White	150,739	62.7%	139,980	59.4%	131,895	58.7%
Black	65,277	27.1%	66,715	28.3%	63,192	28.1%
Native American	514	0.2%	372	0.2%	169	0.1%
Asian	5,776	2.4%	8,564	3.6%	7,513	3.3%
Hawaiian / Pacific Islander	274	0.1%	403	0.2%	341	0.2%
Two or More	5,474	2.3%	6,239	2.6%	6,778	3.0%
Other Race	12,424	5.2%	13,335	5.7%	14,838	6.6%
Total	240,478	100.0%	235,609	100.0%	224,726	100.0%

Hispanic Population Trends						
	2000 CENSUS		2009 ESTIMATE		2014 FORECAST	
	Number	Percent	Number	Percent	Number	Percent
Hispanic	25,970	10.8%	35,558	15.1%	37,963	16.9%
Not Hispanic	214,508	89.2%	200,051	84.9%	186,763	83.1%
Total	240,478	100.0%	235,609	100.0%	224,726	100.0%

Households by Occupancy Trends						
	2000 CENSUS		2009 ESTIMATE		2014 FORECAST	
	Number	Percent	Number	Percent	Number	Percent
Owner Occupied	55,567	58.7%	59,902	62.4%	67,523	70.1%
Renter Occupied	32,850	34.7%	27,259	28.4%	21,592	22.4%
Vacant	6,296	6.6%	8,894	9.3%	7,270	7.5%
Total	94,714	100.0%	96,055	100.0%	96,384	100.0%

Daytime Population			
	2000 CENSUS	2009 ESTIMATE	2014 FORECAST
Establishments	0	9,670	0
Employees	0	165,169	0

Internet Marketing Solutions provided by:



Tactician Corporation

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