



## Demographics for:

### Route 9 and Route 571, Toms River, NJ 08755

Population	1-mi.	3-mi.	5-mi.
2009 Male Population	2,357	25,888	79,156
2009 Female Population	2,542	28,401	91,350
% 2009 Male Population	48.11%	47.69%	46.42%
% 2009 Female Population	51.89%	52.31%	53.58%
2009 Total Adult Population	3,786	42,616	138,430
2009 Total Daytime Population	4,879	60,584	162,822
2009 Total Daytime Work Population	2,467	32,059	64,580
2009 Median Age Total Population	39	41	46
2009 Median Age Adult Population	46	49	54
2009 Age 0-5	329	3,562	9,672
2009 Age 6-13	490	5,331	14,794
2009 Age 14-17	295	2,780	7,611
2009 Age 18-20	197	1,923	5,062
2009 Age 21-24	225	2,246	5,993
2009 Age 25-29	284	2,632	7,699
2009 Age 30-34	273	3,047	8,614
2009 Age 35-39	351	3,651	9,928
2009 Age 40-44	389	3,951	10,850
2009 Age 45-49	375	3,903	10,818
2009 Age 50-54	341	3,420	9,791
2009 Age 55-59	286	2,771	8,941
2009 Age 60-64	235	2,260	8,649
2009 Age 65-69	195	2,410	10,060
2009 Age 70-74	194	2,920	12,279
2009 Age 75-79	179	2,831	12,371
2009 Age 80-84	140	2,377	9,557
2009 Age 85+	124	2,273	7,818
% 2009 Age 0-5	6.71%	6.56%	5.67%
% 2009 Age 6-13	10.00%	9.82%	8.68%
% 2009 Age 14-17	6.02%	5.12%	4.46%
% 2009 Age 18-20	4.02%	3.54%	2.97%
% 2009 Age 21-24	4.59%	4.14%	3.51%
% 2009 Age 25-29	5.79%	4.85%	4.52%
% 2009 Age 30-34	5.57%	5.61%	5.05%
% 2009 Age 35-39	7.16%	6.73%	5.82%
% 2009 Age 40-44	7.94%	7.28%	6.36%
% 2009 Age 45-49	7.65%	7.19%	6.34%

% 2009 Age 50-54	6.96%	6.30%	5.74%
% 2009 Age 55-59	5.83%	5.10%	5.24%
% 2009 Age 60-64	4.79%	4.16%	5.07%
% 2009 Age 65-69	3.98%	4.44%	5.90%
% 2009 Age 70-74	3.96%	5.38%	7.20%
% 2009 Age 75-79	3.65%	5.21%	7.26%
% 2009 Age 80-84	2.86%	4.38%	5.61%
% 2009 Age 85+	2.53%	4.19%	4.59%
2009 White Population	4,405	47,776	154,458
2009 Black Population	86	1,781	5,510
2009 Asian/Hawaiian/Pacific Islander	201	2,364	4,370
2009 American Indian/Alaska Native	7	116	247
2009 Other Population (Incl 2+ Races)	200	2,252	5,921
2009 Hispanic Population	339	3,637	9,732
2009 Non-Hispanic Population	4,560	50,652	160,774
% 2009 White Population	89.92%	88.00%	90.59%
% 2009 Black Population	1.76%	3.28%	3.23%
% 2009 Asian/Hawaiian/Pacific Islander	4.10%	4.35%	2.56%
% 2009 American Indian/Alaska Native	0.14%	0.21%	0.14%
% 2009 Other Population (Incl 2+ Races)	4.08%	4.15%	3.47%
% 2009 Hispanic Population	6.92%	6.70%	5.71%
% 2009 Non-Hispanic Population	93.08%	93.30%	94.29%
2000 Non-Hispanic White	3,889	45,297	143,396
2000 Non-Hispanic Black	72	1,407	4,024
2000 Non-Hispanic Amer Indian/Alaska Native	n/a	66	196
2000 Non-Hispanic Asian	66	1,614	2,916
2000 Non-Hispanic Hawaiian/Pacific Islander	n/a	n/a	n/a
2000 Non-Hispanic Some Other Race	n/a	14	59
2000 Non-Hispanic Two or More Races	51	507	1,423
% 2000 Non-Hispanic White	95.37%	92.62%	94.33%
% 2000 Non-Hispanic Black	1.77%	2.88%	2.65%
% 2000 Non-Hispanic Amer Indian/Alaska Native	0.00%	0.13%	0.13%
% 2000 Non-Hispanic Asian	1.62%	3.30%	1.92%
% 2000 Non-Hispanic Hawaiian/Pacific Islander	0.00%	0.00%	0.00%
% 2000 Non-Hispanic Some Other Race	0.00%	0.03%	0.04%
% 2000 Non-Hispanic Two or More Races	1.25%	1.04%	0.94%

### Population Change

	1-mi.	3-mi.	5-mi.
Total Employees	n/a	n/a	n/a
Total Establishments	n/a	n/a	n/a
2009 Total Population	4,900	54,289	170,506
2009 Total Households	1,962	21,570	74,745
Population Change 1990-2009	1,086	10,502	32,115
Household Change 1990-2009	496	4,646	18,492
% Population Change 1990-2009	28.47%	23.98%	23.21%

% Household Change 1990-2009	33.83%	27.45%	32.87%
Population Change 2000-2009	586	2,750	12,213
Household Change 2000-2009	313	1,867	7,661
% Population Change 2000-2009	13.58%	5.34%	7.72%
% Households Change 2000-2009	18.98%	9.48%	11.42%

<b>Housing</b>	<b>1-mi.</b>	<b>3-mi.</b>	<b>5-mi.</b>
2000 Total Housing Units	1,761	20,637	71,364
2000 Occupied Housing Units	1,628	19,633	67,135
2000 Owner Occupied Housing Units	1,348	16,575	59,238
2000 Renter Occupied Housing Units	279	3,058	7,897
2000 Vacant Housing Units	133	1,004	4,228
% 2000 Occupied Housing Units	92.45%	95.13%	94.07%
% 2000 Owner Occupied Housing Units	76.59%	80.32%	83.01%
% 2000 Renter Occupied Housing Units	15.85%	14.82%	11.07%
% 2000 Vacant Housing Units	7.56%	4.87%	5.92%

<b>Income</b>	<b>1-mi.</b>	<b>3-mi.</b>	<b>5-mi.</b>
2009 Median Household Income	\$67,128	\$51,351	\$45,593
2009 Per Capita Income	\$30,548	\$28,372	\$29,386
2009 Average Household Income	\$76,293	\$71,410	\$67,034
2009 Household Income < \$10,000	110	1,297	3,479
2009 Household Income \$10,000-\$14,999	209	1,942	5,508
2009 Household Income \$15,000-\$19,999	126	1,572	5,834
2009 Household Income \$20,000-\$24,999	59	1,200	5,123
2009 Household Income \$25,000-\$29,999	36	981	4,471
2009 Household Income \$30,000-\$34,999	55	934	4,357
2009 Household Income \$35,000-\$39,999	42	879	4,047
2009 Household Income \$40,000-\$44,999	45	874	4,111
2009 Household Income \$45,000-\$49,999	37	848	3,730
2009 Household Income \$50,000-\$59,999	89	1,908	6,927
2009 Household Income \$60,000-\$74,999	364	2,908	9,654
2009 Household Income \$75,000-\$99,999	632	3,723	11,360
2009 Household Income \$100,000-\$124,999	115	1,433	3,267
2009 Household Income \$125,000-\$149,999	22	554	1,480
2009 Household Income \$150,000-\$199,999	15	296	825
2009 Household Income \$200,000-\$249,999	2	55	188
2009 Household Income \$250,000-\$499,999	4	163	377
2009 Household Income \$500,000+	n/a	3	8
2009 Household Income \$200,000+	6	221	573
% 2009 Household Income < \$10,000	5.61%	6.01%	4.65%
% 2009 Household Income \$10,000-\$14,999	10.65%	9.00%	7.37%
% 2009 Household Income \$15,000-\$19,999	6.42%	7.29%	7.81%
% 2009 Household Income \$20,000-\$24,999	3.01%	5.56%	6.85%
% 2009 Household Income \$25,000-\$29,999	1.83%	4.55%	5.98%

% 2009 Household Income \$30,000-\$34,999	2.80%	4.33%	5.83%
% 2009 Household Income \$35,000-\$39,999	2.14%	4.08%	5.41%
% 2009 Household Income \$40,000-\$44,999	2.29%	4.05%	5.50%
% 2009 Household Income \$45,000-\$49,999	1.89%	3.93%	4.99%
% 2009 Household Income \$50,000-\$59,999	4.54%	8.85%	9.27%
% 2009 Household Income \$60,000-\$74,999	18.55%	13.48%	12.92%
% 2009 Household Income \$75,000-\$99,999	32.21%	17.26%	15.20%
% 2009 Household Income \$100,000-\$124,999	5.86%	6.64%	4.37%
% 2009 Household Income \$125,000-\$149,999	1.12%	2.57%	1.98%
% 2009 Household Income \$150,000-\$199,999	0.76%	1.37%	1.10%
% 2009 Household Income \$200,000-\$249,999	0.10%	0.25%	0.25%
% 2009 Household Income \$250,000-\$499,999	0.20%	0.76%	0.50%
% 2009 Household Income \$500,000+	0.00%	0.01%	0.01%
% 2009 Household Income \$200,000+	0.31%	1.02%	0.77%

<b>Retail Sales Volume</b>	<b>1-mi.</b>	<b>3-mi.</b>	<b>5-mi.</b>
2009 Children/Infants Clothing Stores	\$884,771	\$8,616,257	\$28,487,804
2009 Jewelry Stores	\$647,954	\$6,334,921	\$21,258,381
2009 Mens Clothing Stores	\$1,350,015	\$12,947,026	\$43,613,556
2009 Shoe Stores	\$1,245,406	\$12,024,900	\$40,020,411
2009 Womens Clothing Stores	\$2,386,941	\$22,856,901	\$78,363,232
2009 Automobile Dealers	\$14,031,181	\$146,879,041	\$493,555,045
2009 Automotive Parts/Acc/Repair Stores	\$1,878,322	\$18,721,392	\$62,911,925
2009 Other Motor Vehicle Dealers	\$605,387	\$5,870,554	\$19,540,931
2009 Tire Dealers	\$499,221	\$4,980,122	\$16,839,376
2009 Hardware Stores	\$306,872	\$3,145,838	\$8,316,972
2009 Home Centers	\$1,525,046	\$15,933,554	\$51,918,782
2009 Nursery/Garden Centers	\$511,491	\$5,184,743	\$17,395,548
2009 Outdoor Power Equipment Stores	\$130,735	\$1,634,533	\$5,511,124
2009 Paint/Wallpaper Stores	\$53,225	\$578,447	\$1,944,538
2009 Appliance/TV/Other Electronics Stores	\$1,540,757	\$14,734,547	\$49,629,195
2009 Camera/Photographic Supplies Stores	\$241,914	\$2,407,203	\$8,018,894
2009 Computer/Software Stores	\$722,900	\$7,217,747	\$24,486,641
2009 Beer/Wine/Liquor Stores	\$966,997	\$9,388,773	\$30,983,455
2009 Convenience/Specialty Food Stores	\$1,592,690	\$17,099,778	\$61,032,448
2009 Restaurant Expenditures	\$8,646,349	\$89,035,061	\$290,479,994
2009 Supermarkets/Other Grocery excl Conv	\$10,452,840	\$104,445,764	\$348,490,322
2009 Furniture Stores	\$1,496,029	\$14,839,879	\$49,893,951
2009 Home Furnishings Stores	\$1,038,066	\$9,916,529	\$32,600,968
2009 Gen Merch/Appliance/Furniture Stores	\$13,584,905	\$133,406,237	\$447,971,295
2009 Gasoline Stations w/ Convenience Stores	\$9,013,931	\$86,963,584	\$295,969,489
2009 Other Gasoline Stations	\$7,421,241	\$69,863,805	\$234,937,044
2009 Department Stores excl Leased Depts	\$15,125,662	\$148,140,783	\$497,600,497
2009 General Merchandise Stores	\$12,088,876	\$118,566,356	\$398,077,350
2009 Other Health/Personal Care Stores	\$921,647	\$9,558,319	\$32,122,690

2009 Pharmacies/Drug Stores	\$4,997,755	\$50,099,086	\$167,698,861
2009 Pet/Pet Supplies Stores	\$734,522	\$7,279,926	\$24,502,041
2009 Book/Periodical/Music Stores	\$346,722	\$2,802,127	\$10,470,242
2009 Hobby/Toy/Game Stores	\$143,784	\$2,359,889	\$8,041,367
2009 Musical Instrument/Supplies Stores	\$131,062	\$1,328,965	\$4,472,040
2009 Sewing/Needlework/Piece Goods Stores	\$56,450	\$504,197	\$1,734,742
2009 Sporting Goods Stores	\$1,078,232	\$9,235,745	\$29,428,000
 9 Video Tape Stores - Retail	\$121,869	\$1,202,127	\$4,037,437

