

Economic Plan -- Comparison to Actual Rink Results

Rink Management Services Corp has 3 facilities it will compare against the pro forma being submitted in the feasibility study.

First Example -- Two Sheets Year 'Round

1. The first twin sheet comparison is from a twin sheet ice rink in south eastern PA located an hour north of Baltimore MD. This facility is a twin sheet facility that has both rinks in year round except for 2 to 3 weeks in June for maintenance. This facility has strong public skating, learn to skate, concession sales, and ice hockey for youth and adult. The demographics of this facility is far weaker than the proposed site for the Union County facility the average household income for this small city is about \$50,000 to \$60,000 less than the Oak Ridge Park site in Clark NJ. In addition the pricing is less aggressive than Oak Ridge Park ice rink, the ice rental price is \$100 less an hour than what we are proposing for Union County. Admission/skate rental pricing would be \$3 to \$4 less than the rate to be charged at the Oak Ridge facility. Overall the revenue stream is less than what is being projected for the Union County facility, but there are several factors that contribute to this lower revenue compared to Union County NJ. The overall demographics are lower for the household income and this rink in PA is a blue collar industry city compared to a professional/high technical job market demographic of western Union County NJ. The density of the population is also lower so skaters and players are coming from longer a distance which contributes to more drive time that reduces participants. The price points for all programming for the PA facility are lower than what would be charged in the Oak Ridge Park location in western Union County NJ. Although the revenue stream is less the cost to operate the facility is much less in comparison. The Oak Ridge ice rink is projected to have annual expenses of \$1,635,507 with both ice rinks operating year round and the facility in PA operating expenses are \$814,753.72. The expenses are about half or the projected expenses for Union County. This is very similar to the revenues were the Oak Ridge facility is being projected to generate \$2,199,059 in revenue and the PA facility generates \$1,185,812.46 in annual revenue. Actual Annual Figures follow:

Ordinary Income/Expense	Jan - Dec
Income	
4000 · Public Skating Admissions	122,440.04
4001 · Adult Hockey Revenue	
4002 · Adult Winter Hockey League	49,228.02
4003 · Adult S&S Hockey League	34,341.54
4004 · Adult Hockey Camps	160.00
4005 · Adult Hockey Clinic	512.00
Total 4001 · Adult Hockey Revenue	84,241.56
4010 · Youth Hockey Revenue	

4012 · Yth Hockey S&S League	11,200.00
4013 · Yth Hockey Camps	2,190.00
4014 · Youth Hockey Clinics	2,880.00
Total 4010 · Youth Hockey Revenue	16,270.00
4020 · Learn to Skate Revenue	
4022 · Learn to Skate	87,312.69
4020 · Learn to Skate Revenue - Other	20.00
Total 4020 · Learn to Skate Revenue	87,332.69
4030 · Learn to Play Hockey Revenue	-50.00
4040 · Contract Ice Revenue	
4041 · Hockey Contract Ice Revenue	492,200.13
4043 · Other Ice Rentals - YCRC	8,013.25
4040 · Contract Ice Revenue - Other	0.00
Total 4040 · Contract Ice Revenue	500,213.38
4049 · Figure Skating Camp Revenue	6,330.00
4050 · Drop In Hockey	17,980.59
4051 · Figure Skating Revenue	31,499.25
4052 · Private Lessons Revenue	2,929.75
4053 · Shows & Admissions Revenue	200.00
4054 · Sponsorship Revenue	1,100.00
4055 · Skate Punchcards Revenue	23,954.50
4056 · Birthday Party Revenue	18,589.25
4058 · Vending Revenue	12,992.41
4059 · Room Rental	11,498.25
4060 · Skate Rental	25,991.50
4062 · Hockey Tournament Revenue	29,465.50
4063 · Group Admission	14,518.13
4064 · Video Revenue	5,224.97
4100 · Gift Certificates	447.75
4200 · Skate Passes	1,250.00

4800 - Concessions Revenue	157,352.44
4900 - Pro Shop Revenue	-651.50
4901 - Pro Shop Skate Sharpening	259.55
4903 - Pro Shop Rent	11,700.00
4999 - Miscellaneous Revenue	2,732.45
Total Income	1,185,812.46
Cost of Goods Sold	
5000 - Cost of Goods Sold	
5001 - COGS - Public Skating	1,457.55
5002 - COGS - Adult Hockey League	22,669.83
5003 - COGS - Youth Hockey League	12,612.74
5004 - COGS - Learn to Skate	2,583.41
5005 - COGS - Birthday Parties	3,025.20
5008 - COGS - Concessions	102,627.88
Total 5000 - Cost of Goods Sold	144,976.61
Total COGS	144,976.61
Gross Profit	1,040,835.85
Expense	
6000 - Payroll	373,883.33
6120 - Bank Service Charges	2,901.41
6130 - Cash Discounts	33,914.01
6150 - Depreciation Expense	3,742.31
6160 - Dues and Subscriptions	830.58
6170 - Equipment Rental	2,538.56
6180 - Insurance	
6181 - Workman's Comp	12,427.72
6182 - Liability Insurance	11,817.24
6184 - Umbrella Insurance	4,761.69
6185 - Other Insurance	1,335.20
6190 - Health Insurance	16,192.20

Total 6180 - Insurance	46,534.05
6200 - Interest Expense	
6210 - Finance Charge	531.89
Total 6200 - Interest Expense	<u>531.89</u>
6230 - Licenses and Permits	2,533.02
6250 - Postage and Delivery	3,025.85
6260 - Printing and Reproduction	5,948.11
6261 - Advertising	45,146.20
6270 - Professional Fees	
6271 - Management Fees	60,000.00
6280 - Legal Fees	375.00
Total 6270 - Professional Fees	<u>60,375.00</u>
6300 - Repairs	
6310 - Building Repairs	19,468.74
6330 - Equipment Repairs	21,066.85
Total 6300 - Repairs	<u>40,535.59</u>
6340 - Telephone	10,273.44
6345 - Web Hosting & Internet	34.99
6350 - Travel & Ent	
6370 - Meals	16.00
6380 - Travel	827.77
Total 6350 - Travel & Ent	<u>843.77</u>
6390 - Utilities	
6400 - Gas and Electric	137,342.52
6410 - Water	7,461.13
6420 - Waste Removal	2,951.00
Total 6390 - Utilities	<u>147,754.65</u>
6560 - Payroll Expenses	7,988.83
6600 - Security Expense	2,751.63

6700 - Supplies	
6770 - Building & Maintenance Supplies	
6780 - Other Supplies	621.40
6770 - Building & Maintenance Supplies - Other	13,983.26
Total 6770 - Building & Maintenance Supplies	<u>14,604.66</u>
6790 - Office Supplies	5,315.45
Total 6700 - Supplies	<u>19,920.11</u>
6800 - <Overage>/Shortage	-61.61
6820 - Taxes	
6840 - Local	2,808.00
Total 6820 - Taxes	<u>2,808.00</u>
Total Expense	<u>814,753.72</u>
Net Ordinary Income	<u>226,082.13</u>
Other Income/Expense	
Other Income	
7010 - Interest Income	2,152.36
Total Other Income	<u>2,152.36</u>
Net Other Income	<u>2,152.36</u>
Net Income	<u><u>228,234.49</u></u>

Second Example -- One Rink Closed April to August

2. Comparison #2 is from a twin rink facility in eastern NY about 1 hour and 45 minutes north of New York City in northern Orange County NY. This facility operates 2 ice rinks from September to March and only one rink April through August. The other rink is melted down and we use the rink for in-line skating, trade shows, summer camps and other non-ice activities. The facility has a strong comparison with the Oak Ridge Park facility in public skating, youth hockey, learn to skate classes/figure skating, contract ice and concessions. The demographics for this facility also are not as strong as western Union County NJ but are better than the facility in PA. What hurts this facility compared to the Oak Ridge Park facility is the population is much more spread out and not as densely populated as western Union County. Additionally the household income for this facility in NY is also less than the site in Clark NJ at Oak Ridge Park. Ice rental pricing is \$75 less an hour and admission and skate rental pricing is \$2 to \$3 dollars less than the proposed rates at the Union County facility. The overall revenue stream for the facility in east central NY is less that the Oak Ridge facility. The NY facility has gross revenue of \$1,739,523.17 compared to Oak Ridge gross revenue of \$2,199,059 but the NY ice rink has lower expenses of \$1,273,884.62 compared to Oak Ridge expenses of \$1,635,507. There are several factors for these differences are less densely populated communities, lower pricing for programs and an older building requiring additional costs.

Ordinary Income/Expense	<u>Jan - Dec</u>
Income	
4000 - Public Skating Admissions	131,346.05
4001.0 - Adult Hockey Revenue	
4001 - Adult Hockey Revenue	10,436.00
4002 - Adult Hockey League	103,782.25
Total 4001.0 - Adult Hockey Revenue	<u>114,218.25</u>
4010.0 - Youth Hockey Revenue	
4010 - Youth Hockey Revenue	175,100.15
4011 - Youth Hockey League	16,200.00
4013 - Youth Hockey Camps	6,520.00
Total 4010.0 - Youth Hockey Revenue	<u>197,820.15</u>

4020.0 - Learn To Skate Revenue	
4020 - Learn to Skate	148,942.80
4021 - Learn to Skate Camp	26,689.00
Total 4020.0 - Learn To Skate Revenue	<u>175,631.80</u>
4030 - Learn to Play Hockey	11,210.74
4040 - Contract Revenues	
4041 - Contract Floor Rentals	14,560.00
4043 - Contract Ice Rentals	484,421.75
Total 4040 - Contract Revenues	<u>498,981.75</u>
4045 - Gift Certificates	3,423.00
4046 - Open Speed Skating	830.00
4050 - Drop in Hockey	29,150.57
4051 - Figure Skating Revenue	73,496.00
4052 - Private Lessons Revenue	247,678.30
4054 - Sponsorship Revenue	2,824.96
4056 - Birthday Party Revenue	43,467.25
4059 - Vending Revenue	7,811.04
4060 - Skate Rental	44,313.04
4063 - Group Admission	16,100.00
4064 - Arcade	10,441.25
4065 - Dance Party	680.00
4800 - Snack Bar Revenue	84,090.08
4850 - Cafe Rent	29,911.94
4903 - Pro Shop Rent	16,097.00
Total Income	<u>1,739,523.17</u>
Cost of Goods Sold	
5000 - Cost of Goods Sold	
5001 - COGS - Public Skating	11,346.59
5002 - COGS - Adult Hockey League	35,614.94
5003 - COGS-Youth Hockey League	34,069.68

5004 · COGS - Learn to Skate	5,015.20
5005 · COGS - Birthday Party	10,613.88
5006 · COGS - Snack Bar	65,077.99
5007 · Private Lesson Commission Costs	202,187.07
5062 · COGS Broomball	1,594.30
5065 · COGS - Dance Party	1,900.00
Total 5000 · Cost of Goods Sold	367,419.65
Total COGS	367,419.65
Gross Profit	1,372,103.52
Expense	
6000.0 · Payroll	
6000 · Payroll	403,939.36
Total 6000.0 · Payroll	403,939.36
6056 · Payroll Processing Expenses	7,105.95
6120 · Bank Service Charges	10,523.25
6150 · Depreciation Expense	67,332.00
6155 · Amortization	17,350.00
6160 · Dues and Subscriptions	2,362.50
6170 · Equipment Rental	4,696.12
6180 · Insurance	
6181 · Workers Compensation	19,631.70
6185 · General Liability Insurance	25,394.28
6186 · General Liability Umbrella Ins.	8,546.50
6187 · Property Insurance	14,410.46
6189 · Insurance - Other	12,045.85
6190 · Health Insurance	7,247.34
Total 6180 · Insurance	87,276.13
6200.0 · Interest Expenses	
6200 · Interest Expense	736.40
Total 6200.0 · Interest Expenses	736.40

6230 · Licenses and Permits	2,030.50
6240 · Miscellaneous	351.41
6250 · Postage and Delivery	4,972.92
6260 · Printing and Reproduction	2,105.53
6261 · Advertising	22,423.94
6262 · Advertising Signage Production	470.35
6270 · Professional Fees	
6271 · Management Fees	72,000.00
6280 · Legal Fees	4,963.53
6270 · Professional Fees - Other	28,537.09
Total 6270 · Professional Fees	105,500.62
6300 · Repairs	
6310 · Building Repairs	30,692.39
6330 · Equipment Repairs	27,663.00
Total 6300 · Repairs	58,355.39
6340 · Telephone	8,513.13
6345 · Garbage Disposal	6,142.86
6350 · Travel & Ent	
6370 · Meals	283.15
6380 · Travel	381.79
6350 · Travel & Ent - Other	0.00
Total 6350 · Travel & Ent	664.94
6390 · Utilities	
6400 · Gas and Electric	240,823.50
6410 · Water/Sewer	12,577.33
Total 6390 · Utilities	253,400.83
6700 · Supplies	
6780 · Building & Maintenance Supplies	36,955.02
6790 · Office Supplies	8,373.23
6700 · Supplies - Other	4.08

Total 6700 - Supplies	45,332.33
6800 - Overage/Shortage	-3.79
6900 - School Taxes	73,461.30
6901 - Personal Property Taxes	300.00
6910 - Real Estate Taxes	38,311.47
6911 - Payroll Taxes	50,229.18
Total Expense	<u>1,273,884.62</u>
Net Ordinary Income	<u>98,218.90</u>
Other Income/Expense	
Other Income	
7030 - Other Income	75.00
Total Other Income	<u>75.00</u>
Net Other Income	<u>75.00</u>
Net Income	<u><u>98,293.90</u></u>

Third Example -- Ice & Turf

- The last of a twin sheet is comparison #3, a facility that we operate west of Detroit that has 2 ice rinks and 2 indoor turf fields which might be an expansion option in the future for Union County. Again the demographics of this facility does not compare to the demographics of western Union County NJ. This facility has been severely hurt by the economic in Michigan and there are over 15 ice sheets in a 15 minute drive from the facility. The youth hockey is strong at this facility and some interesting differences. This facility does not run in-house youth hockey but rents ice to 4 youth hockey organizations so development hockey is strong and the ice rentals are close in comparison. What stands out at this facility is the hockey tournament revenue which exceeds \$150,000. Other items that stand out compared to the Oak Ridge Park facility is the MI rink/soccer facility does over \$400,000 in soccer, has concession sales of \$148, 24.18 and has show/event revenue of over \$40,000. Gross revenue for the MI facility is at \$1,465,549.78 compared to the project revenue of the Union County facility of \$2,199,059. Similarly to the other 2 comparison the expenses are also less than Union County. The Mi facility has expenses of \$1,217,189.23 compared to the Oak Ridge ice rink of \$1,635,507. Again due to the demographics of the MI facility being much lower and the competition from local ice rinks, pricing for programs is less that NJ. The customers at our MI facility are blue collar and factory workers compared to the business professional/high technical workers in western Union County.

	<u>Jan - Dec</u>
Ordinary Income/Expense	
Income	
4000 - Public Skating Admission	24,005.77
4001 - Adult Hockey Revenue	
4002 - Adult Winter Hockey League	23,722.48
4003 - Adult S&S Hockey League	31,094.00
4005 - Adult Hockey clinic	472.00
Total 4001 - Adult Hockey Revenue	<u>55,288.48</u>
4020 - Learn To Skate Revenue	20,904.00
4021 - Inline Revenue	
4022 - Inline Rental Revenue	977.50
4023 - Inline Tournament Revenue	29,175.00
4024 - Inline League Revenue	9,000.00

Total 4021 - Inline Revenue	39,152.50
4030 - Soccer Revenue	
4031 - Youth Drop In Soccer	264.00
4031.5 - Youth Individual Soccer	56,852.00
4033 - Soccer Leagues	236,918.49
4037 - Parent Tot Soccer	2,460.00
4038 - Kiddy Kickers	3,548.33
4039 - Upper 90	8,114.44
Total 4030 - Soccer Revenue	<u>308,157.26</u>
4036 - Soccer Tournament revenue	7,947.98
4040 - Contract Ice Revenue	
4041 - Hockey Contract Revenue	396,077.65
4043 - Contract Ice Revenue	10,503.40
Total 4040 - Contract Ice Revenue	<u>406,581.05</u>
4046 - Homeshcool Revenue	4,378.00
4049 - Hockey Tournament Revenue	150,552.48
4050 - Drop In Hockey	7,178.00
4051 - Figure Skating Revenue	21,212.00
4053 - Shows & Admissions Revenue	20,139.40
4054 - Sponsorship Revenue	5,741.72
4056 - Birthday Party Revenue	8,702.00
4058 - Room Revenue	1,988.75
4059 - Vending/Token Revenue	11,222.50
4060 - Skate Rental	8,745.00
4064 - Fieldhouse Rental-Soccer	117,381.00
4065 - Event & Catering Revenue	20,976.00
4067 - KOI - Kids on Ice Revenue	9,155.00
4800 - Concessions	148,242.18
4900 - Pro Shop Revenue	15,808.50
4901 - Pro Shop Skate Sharpening	11,001.00

4903 · Dee's Sports	41,089.21
Total Income	<u>1,465,549.78</u>
Cost of Goods Sold	
5000 · Cost Of Goods Sold Other	
5001 · COGS- Public Skating	1,515.58
5002 · COGS Adult Hockey League	1,906.94
5004 · COGS- Learn to Skate	1,333.59
5005 · COGS- Birthday Parties	2,938.53
5006 · Cost of Goods Sold Pro Shop	10,589.76
5009 · COGS--Figure Skating	9,045.74
5010 · Cost of Goods Sold Concessions	86,028.46
5011 · Hockey Tournament Cost of Goods	62.42
5012 · Cost of Goods Inline Hockey	2,167.18
5013 · Event & Catering Cost of Goods	10,043.11
5015 · Soccer- Cost of Goods Sold	5,439.48
5017 · Show - Cost of Goods Sold	1,147.73
5018 · Dee's Sports sales	34,846.16
5000 · Cost Of Goods Sold Other - Other	200.00
Total 5000 · Cost Of Goods Sold Other	<u>167,264.68</u>
Total COGS	<u>167,264.68</u>
Gross Profit	<u>1,298,285.10</u>
Expense	
6000 · Payroll	493,209.44
6120 · Bank Service Charges	9,711.02
6140 · Contributions	1,100.00
6150 · Depreciation Expense	3,218.79
6160 · Dues and Subscriptions	1,949.32
6170 · Equipment Rental	8,267.98
6180 · Insurance	
6181 · Workmen's compensation	12,715.74

6182 · Liability Insurance	8,605.86
6184 · Umbrella Insurance	2,801.46
6185 · Other Ins. (Crime,etc)	1,948.68
6190 · Health Insurance	68,855.24
Total 6180 · Insurance	94,926.98
6200 · Interest Expense	
6210 · Finance Charges	1,633.34
6200 · Interest Expense - Other	9,994.51
Total 6200 · Interest Expense	11,627.85
6230 · Licenses and Permits	1,700.72
6240 · Miscellaneous	0.00
6250 · Postage and Delivery	2,308.97
6260 · Printing and Reproduction	684.55
6261 · Advertising	2,556.99
6270 · Professional Fees	
6272 · Grounds Maintenance	700.87
6274 · Employee Training Expenses	781.00
6280 · Legal Fees	200.00
6270 · Professional Fees - Other	70.00
Total 6270 · Professional Fees	1,751.87
6300 · Repairs	
6310 · Building Repairs	57,683.39
6315 · Service Contracts	17,463.50
6320 · Computer Repairs	310.02
6325 · Mechanical Room Repairs	650.00
6330 · Equipment Repairs	11,879.91
Total 6300 · Repairs	87,986.82
6340 · Telephone	2,669.67
6345 · Web Hosting and Internet Fees	143.45

6348 · Scheduling Software and Expense	833.36
6350 · Travel and Entertainment	
6360 · Travel Mileage Expense	153.34
6370 · Travel & Ent. Meals	1,955.69
6380 · Travel & Ent. Travel	911.31
6350 · Travel and Entertainment - Other	1,657.80
Total 6350 · Travel and Entertainment	<u>4,678.14</u>
6390 · Utilities	
6400 · Utilities gas & electric	381,548.62
6410 · Utilities Water	14,948.61
Total 6390 · Utilities	<u>396,497.23</u>
6560 · Payroll Expenses	12,650.60
6600 · Snow Removal	17,960.75
6770 · Supplies	
6771 · Cleaning Supplies	6,320.12
6772 · Propane and Gas	302.13
6773 · Building Supplies Other	4,888.91
6774 · Ice Paint and Supplies	3,106.79
6775 · Soccer & InLine Field Supplies	197.77
6776 · Tools and Small Equipment	1,654.05
6780 · Landscape & Exterior Supplies	264.21
6790 · Office Supplies	3,707.16
Total 6770 · Supplies	<u>20,441.14</u>
6800 · <Overage>/Shortage	65.25
6820 · Taxes	
6840 · Taxes-Local	2,247.88
6850 · Taxes Property	31,838.81
6820 · Taxes - Other	5,506.65
Total 6820 · Taxes	<u>39,593.34</u>

6999 - Uncategorized Expenses	655.00
Total Expense	<u>1,217,189.23</u>
Net Ordinary Income	<u>81,095.87</u>
Net Income	<u><u>81,095.87</u></u>

Executive Summary 2010

Ice Skating Rink Feasibility Study

Radius 1: UNION COUNTY, 0.00 - 10.00 Miles, Total



- The population in this area is estimated to change from 1,253,744 to 1,285,740, resulting in a growth of 2.6% between 2000 and the current year. Over the next five years, the population is projected to grow by 0.6%.

The population in the United States is estimated to change from 281,421,906 to 309,038,974, resulting in a growth of 9.8% between 2000 and the current year. Over the next five years, the population is projected to grow by 4.1%.

The current year median age for this area is 37.7, while the average age is 37.7. Five years from now, the median age is projected to be 38.7.

The current year median age for the United States is 37.0, while the average age is 37.7. Five years from now, the median age is projected to be 37.8.

Of this area's current year estimated population:

60.1% are White Alone, 17.2% are Black or African Am. Alone, 0.3% are Am. Indian and Alaska Nat. Alone, 10.8% are Asian Alone, 0.0% are Nat. Hawaiian and Other Pacific Isl. Alone, 7.9% are Some Other Race, and 3.7% are Two or More Races.

Of the United States's current year estimated population:

72.3% are White Alone, 12.4% are Black or African Am. Alone, 0.9% are Am. Indian and Alaska Nat. Alone, 4.4% are Asian Alone, 0.2% are Nat. Hawaiian and Other Pacific Isl. Alone, 6.8% are Some Other Race, and 3.0% are Two or More Races.

This area's current estimated Hispanic or Latino population is 21.8%, while the United States current estimated Hispanic or Latino population is 15.8%..



- The number of households in this area is estimated to change from 439,242 to 445,622, resulting in an increase of 1.5% between 2000 and the current year. Over the next five years, the number of households is projected to increase by 0.2%.

The number of households in the United States is estimated to change from 105,480,101 to 116,136,617, resulting in an increase of 10.1% between 2000 and the current year. Over the next five years, the number of households is projected to increase by 4.1%.



- The average household income is estimated to be \$95,226 for the current year, while the average household income for the United States is estimated to be \$71,071 for the same time frame.

The average household income in this area is projected to change over the next five years, from \$95,226 to \$103,191.

The average household income in the United States is projected to change over the next five years, from \$71,071 to \$77,465.

The current year estimated per capita income for this area is \$33,254, compared to an estimate of \$27,034 for the United States as a whole.

Executive Summary 2010

Ice Skating Rink Feasibility Study

Radius 1: UNION COUNTY, 0.00 - 10.00 Miles, Total



- For this area, 47.9% of the population is estimated to be employed and age 16 and over for the current year. The employment status of this labor force is as follows:

0.0% are in the Armed Forces, 63.5% are employed civilians, 3.9% are unemployed civilians, and 32.5% are not in the labor force.

For the United States, 47.3% of the population is estimated to be employed and age 16 and over for the current year. The employment status of this labor force is as follows:

0.5% are in the Armed Forces, 61.0% are employed civilians, 4.1% are unemployed civilians, and 34.4% are not in the labor force.

For this area, 47.9% of the population is estimated to be employed and age 16 and over for the current year. The occupational classifications are as follows:

20.2% have occupation type blue collar, 64.4% are white collar, and 15.3% are Service & farm workers.

For the United States, 47.3% of the population is estimated to be employed and age 16 and over for the current year. The occupational classifications are as follows:

22.1% have occupation type blue collar, 60.2% are white collar, and 17.6% are Service & farm workers.

For the civilian employed population age 16 and over in this area, it is estimated that they are employed in the following occupational categories:

1.4% are in Architecture and Engineering, 1.6% are in Arts, Entertainment and Sports, 5.5% are in Business and Financial Operations, 4.3% are in Computers and Mathematics, 6.3% are in Education, Training and Libraries, 4.8% are in Healthcare Practitioners and Technicians, 2.1% are in Healthcare Support, 1.4% are in Life, Physical and Social Sciences, 9.4% are in Management, 15.7% are in Office and Administrative Support.

1.7% are in Community and Social Services, 3.9% are in Food Preparation and Serving, 1.3% are in Legal Services, 2.8% are in Protective Services, 11.0% are in Sales and Related Services, 2.8% are in Personal Care Services.

3.7% are in Building and Grounds Maintenance, 4.5% are in Construction and Extraction, 0.0% are in Farming, Fishing and Forestry, 2.9% are in Maintenance and Repair, 5.6% are in Production, 7.2% are in Transportation and Moving.

For the civilian employed population age 16 and over in the United States, it is estimated that they are employed in the following occupational categories:

1.9% are in Architecture and Engineering, 1.9% are in Arts, Entertainment and Sports, 4.4% are in Business and Financial Operations, 2.4% are in Computers and Mathematics, 5.8% are in Education, Training and Libraries, 5.1% are in Healthcare Practitioners and Technicians, 2.3% are in Healthcare Support, 0.9% are in Life, Physical and Social Sciences, 9.6% are in Management, 14.2% are in Office and Administrative Support.

1.6% are in Community and Social Services, 5.4% are in Food Preparation and Serving, 1.1% are in Legal Services, 2.2% are in Protective Services, 11.3% are in Sales and Related Services, 3.3% are in Personal Care Services.

3.9% are in Building and Grounds Maintenance, 6.0% are in Construction and Extraction, 0.7% are in Farming, Fishing and Forestry, 3.4% are in Maintenance and Repair, 6.5% are in Production, 6.1% are in Transportation and Moving.

Executive Summary 2010

Ice Skating Rink Feasibility Study

Radius 1: UNION COUNTY, 0.00 - 10.00 Miles, Total



- Currently, it is estimated that 9.5% of the population age 25 and over in this area had earned a Master's Degree, 2.5% had earned a Professional School Degree, 1.5% had earned a Doctorate Degree and 20.2% had earned a Bachelor's Degree.

In comparison, for the United States, it is estimated that for the population over age 25, 7.0% had earned a Master's Degree, 1.9% had earned a Professional School Degree, 1.1% had earned a Doctorate Degree and 17.4% had earned a Bachelor's Degree.



- Most of the dwellings in this area (64.4%) are estimated to be Renter-Occupied for the current year. For the entire country the majority of the housing units are Owner-Occupied (66.8%).

The majority of dwellings in this area are estimated to be structures of 1 Unit Detached for the current year. In the United States, the majority of dwellings are estimated to be structures of 1 Unit Detached for the same year.

The majority of housing units in this area (20.7%) are estimated to have been Housing Unit Built 1950 to 1959 for the current year.

The majority of housing units in the United States (16.2%) are estimated to have been Housing Unit Built 1970 to 1979 for the current year.

Executive Summary 2010

Ice Skating Rink Feasibility Study

Radius 2: UNION COUNTY, 0.00 - 20.00 Miles, Total



- The population in this area is estimated to change from 4,737,160 to 4,880,946, resulting in a growth of 3.0% between 2000 and the current year. Over the next five years, the population is projected to grow by 0.7%.

The population in the United States is estimated to change from 281,421,906 to 309,038,974, resulting in a growth of 9.8% between 2000 and the current year. Over the next five years, the population is projected to grow by 4.1%.

The current year median age for this area is 38.0, while the average age is 38.2. Five years from now, the median age is projected to be 39.2.

The current year median age for the United States is 37.0, while the average age is 37.7. Five years from now, the median age is projected to be 37.8.

Of this area's current year estimated population:

61.0% are White Alone, 14.7% are Black or African Am. Alone, 0.3% are Am. Indian and Alaska Nat. Alone, 12.4% are Asian Alone, 0.1% are Nat. Hawaiian and Other Pacific Isl. Alone, 7.6% are Some Other Race, and 4.0% are Two or More Races.

Of the United States's current year estimated population:

72.3% are White Alone, 12.4% are Black or African Am. Alone, 0.9% are Am. Indian and Alaska Nat. Alone, 4.4% are Asian Alone, 0.2% are Nat. Hawaiian and Other Pacific Isl. Alone, 6.8% are Some Other Race, and 3.0% are Two or More Races.

This area's current estimated Hispanic or Latino population is 18.7%, while the United States current estimated Hispanic or Latino population is 15.8%.



- The number of households in this area is estimated to change from 1,732,697 to 1,775,910, resulting in an increase of 2.5% between 2000 and the current year. Over the next five years, the number of households is projected to increase by 0.4%.

The number of households in the United States is estimated to change from 105,480,101 to 116,136,617, resulting in an increase of 10.1% between 2000 and the current year. Over the next five years, the number of households is projected to increase by 4.1%.



- The average household income is estimated to be \$91,188 for the current year, while the average household income for the United States is estimated to be \$71,071 for the same time frame.

The average household income in this area is projected to change over the next five years, from \$91,188 to \$100,316.

The average household income in the United States is projected to change over the next five years, from \$71,071 to \$77,465.

The current year estimated per capita income for this area is \$33,459, compared to an estimate of \$27,034 for the United States as a whole.

Executive Summary 2010

Ice Skating Rink Feasibility Study

Radius 2: UNION COUNTY, 0.00 - 20.00 Miles, Total



- For this area, 46.3% of the population is estimated to be employed and age 16 and over for the current year. The employment status of this labor force is as follows:

0.1% are in the Armed Forces, 62.3% are employed civilians, 3.8% are unemployed civilians, and 33.9% are not in the labor force.

For the United States, 47.3% of the population is estimated to be employed and age 16 and over for the current year. The employment status of this labor force is as follows:

0.5% are in the Armed Forces, 61.0% are employed civilians, 4.1% are unemployed civilians, and 34.4% are not in the labor force.

For this area, 46.3% of the population is estimated to be employed and age 16 and over for the current year. The occupational classifications are as follows:

17.7% have occupation type blue collar, 66.3% are white collar, and 16.0% are Service & farm workers.

For the United States, 47.3% of the population is estimated to be employed and age 16 and over for the current year. The occupational classifications are as follows:

22.1% have occupation type blue collar, 60.2% are white collar, and 17.6% are Service & farm workers.

For the civilian employed population age 16 and over in this area, it is estimated that they are employed in the following occupational categories:

1.6% are in Architecture and Engineering, 3.3% are in Arts, Entertainment and Sports, 5.6% are in Business and Financial Operations, 3.9% are in Computers and Mathematics, 6.5% are in Education, Training and Libraries, 4.6% are in Healthcare Practitioners and Technicians, 2.3% are in Healthcare Support, 1.3% are in Life, Physical and Social Sciences, 10.1% are in Management, 14.8% are in Office and Administrative Support.

1.6% are in Community and Social Services, 4.4% are in Food Preparation and Serving, 1.8% are in Legal Services, 2.7% are in Protective Services, 11.3% are in Sales and Related Services, 3.2% are in Personal Care Services.

3.5% are in Building and Grounds Maintenance, 4.7% are in Construction and Extraction, 0.1% are in Farming, Fishing and Forestry, 2.5% are in Maintenance and Repair, 4.4% are in Production, 6.1% are in Transportation and Moving.

For the civilian employed population age 16 and over in the United States, it is estimated that they are employed in the following occupational categories:

1.9% are in Architecture and Engineering, 1.9% are in Arts, Entertainment and Sports, 4.4% are in Business and Financial Operations, 2.4% are in Computers and Mathematics, 5.8% are in Education, Training and Libraries, 5.1% are in Healthcare Practitioners and Technicians, 2.3% are in Healthcare Support, 0.9% are in Life, Physical and Social Sciences, 9.6% are in Management, 14.2% are in Office and Administrative Support.

1.6% are in Community and Social Services, 5.4% are in Food Preparation and Serving, 1.1% are in Legal Services, 2.2% are in Protective Services, 11.3% are in Sales and Related Services, 3.3% are in Personal Care Services.

3.9% are in Building and Grounds Maintenance, 6.0% are in Construction and Extraction, 0.7% are in Farming, Fishing and Forestry, 3.4% are in Maintenance and Repair, 6.5% are in Production, 6.1% are in Transportation and Moving.

Executive Summary 2010

Ice Skating Rink Feasibility Study

Radius 2: UNION COUNTY, 0.00 - 20.00 Miles, Total



- Currently, it is estimated that 10.1% of the population age 25 and over in this area had earned a Master's Degree, 2.8% had earned a Professional School Degree, 1.5% had earned a Doctorate Degree and 21.8% had earned a Bachelor's Degree.

In comparison, for the United States, it is estimated that for the population over age 25, 7.0% had earned a Master's Degree, 1.9% had earned a Professional School Degree, 1.1% had earned a Doctorate Degree and 17.4% had earned a Bachelor's Degree.



- Most of the dwellings in this area (53.6%) are estimated to be Renter-Occupied for the current year. For the entire country the majority of the housing units are Owner-Occupied (66.8%).

The majority of dwellings in this area are estimated to be structures of 1 Unit Detached for the current year. In the United States, the majority of dwellings are estimated to be structures of 1 Unit Detached for the same year.

The majority of housing units in this area (28.7%) are estimated to have been Housing Unit Built 1939 or Earlier for the current year.

The majority of housing units in the United States (16.2%) are estimated to have been Housing Unit Built 1970 to 1979 for the current year.

Executive Summary 2010

Ice Skating Rink Feasibility Study

Radius 3: UNION COUNTY, 0.00 - 30.00 Miles, Total



- The population in this area is estimated to change from 12,169,334 to 12,657,310, resulting in a growth of 4.0% between 2000 and the current year. Over the next five years, the population is projected to grow by 1.2%.

The population in the United States is estimated to change from 281,421,906 to 309,038,974, resulting in a growth of 9.8% between 2000 and the current year. Over the next five years, the population is projected to grow by 4.1%.

The current year median age for this area is 37.5, while the average age is 37.8. Five years from now, the median age is projected to be 38.7.

The current year median age for the United States is 37.0, while the average age is 37.7. Five years from now, the median age is projected to be 37.8.

Of this area's current year estimated population:

53.1% are White Alone, 19.0% are Black or African Am. Alone, 0.4% are Am. Indian and Alaska Nat. Alone, 11.0% are Asian Alone, 0.1% are Nat. Hawaiian and Other Pacific Isl. Alone, 11.7% are Some Other Race, and 4.8% are Two or More Races.

Of the United States's current year estimated population:

72.3% are White Alone, 12.4% are Black or African Am. Alone, 0.9% are Am. Indian and Alaska Nat. Alone, 4.4% are Asian Alone, 0.2% are Nat. Hawaiian and Other Pacific Isl. Alone, 6.8% are Some Other Race, and 3.0% are Two or More Races.

This area's current estimated Hispanic or Latino population is 25.6%, while the United States current estimated Hispanic or Latino population is 15.8%.



- The number of households in this area is estimated to change from 4,522,725 to 4,651,068, resulting in an increase of 2.8% between 2000 and the current year. Over the next five years, the number of households is projected to increase by 0.7%.

The number of households in the United States is estimated to change from 105,480,101 to 116,136,617, resulting in an increase of 10.1% between 2000 and the current year. Over the next five years, the number of households is projected to increase by 4.1%.



- The average household income is estimated to be \$85,206 for the current year, while the average household income for the United States is estimated to be \$71,071 for the same time frame.

The average household income in this area is projected to change over the next five years, from \$85,206 to \$93,818.

The average household income in the United States is projected to change over the next five years, from \$71,071 to \$77,465.

The current year estimated per capita income for this area is \$31,591, compared to an estimate of \$27,034 for the United States as a whole.

Executive Summary 2010

Ice Skating Rink Feasibility Study

Radius 3: UNION COUNTY, 0.00 - 30.00 Miles, Total



- For this area, 44.1% of the population is estimated to be employed and age 16 and over for the current year. The employment status of this labor force is as follows:

0.1% are in the Armed Forces, 60.5% are employed civilians, 4.4% are unemployed civilians, and 35.1% are not in the labor force.

For the United States, 47.3% of the population is estimated to be employed and age 16 and over for the current year. The employment status of this labor force is as follows:

0.5% are in the Armed Forces, 61.0% are employed civilians, 4.1% are unemployed civilians, and 34.4% are not in the labor force.

For this area, 44.1% of the population is estimated to be employed and age 16 and over for the current year. The occupational classifications are as follows:

16.8% have occupation type blue collar, 64.7% are white collar, and 18.5% are Service & farm workers.

For the United States, 47.3% of the population is estimated to be employed and age 16 and over for the current year. The occupational classifications are as follows:

22.1% have occupation type blue collar, 60.2% are white collar, and 17.6% are Service & farm workers.

For the civilian employed population age 16 and over in this area, it is estimated that they are employed in the following occupational categories:

1.4% are in Architecture and Engineering, 3.7% are in Arts, Entertainment and Sports, 5.4% are in Business and Financial Operations, 3.1% are in Computers and Mathematics, 6.0% are in Education, Training and Libraries, 4.6% are in Healthcare Practitioners and Technicians, 3.1% are in Healthcare Support, 1.2% are in Life, Physical and Social Sciences, 9.9% are in Management, 14.4% are in Office and Administrative Support.

1.8% are in Community and Social Services, 4.7% are in Food Preparation and Serving, 1.9% are in Legal Services, 2.6% are in Protective Services, 11.4% are in Sales and Related Services, 3.9% are in Personal Care Services.

4.1% are in Building and Grounds Maintenance, 4.6% are in Construction and Extraction, 0.1% are in Farming, Fishing and Forestry, 2.2% are in Maintenance and Repair, 4.0% are in Production, 5.9% are in Transportation and Moving.

For the civilian employed population age 16 and over in the United States, it is estimated that they are employed in the following occupational categories:

1.9% are in Architecture and Engineering, 1.9% are in Arts, Entertainment and Sports, 4.4% are in Business and Financial Operations, 2.4% are in Computers and Mathematics, 5.8% are in Education, Training and Libraries, 5.1% are in Healthcare Practitioners and Technicians, 2.3% are in Healthcare Support, 0.9% are in Life, Physical and Social Sciences, 9.6% are in Management, 14.2% are in Office and Administrative Support.

1.6% are in Community and Social Services, 5.4% are in Food Preparation and Serving, 1.1% are in Legal Services, 2.2% are in Protective Services, 11.3% are in Sales and Related Services, 3.3% are in Personal Care Services.

3.9% are in Building and Grounds Maintenance, 6.0% are in Construction and Extraction, 0.7% are in Farming, Fishing and Forestry, 3.4% are in Maintenance and Repair, 6.5% are in Production, 6.1% are in Transportation and Moving.

Executive Summary 2010

Ice Skating Rink Feasibility Study

Radius 3: UNION COUNTY, 0.00 - 30.00 Miles, Total



- Currently, it is estimated that 9.7% of the population age 25 and over in this area had earned a Master's Degree, 3.0% had earned a Professional School Degree, 1.5% had earned a Doctorate Degree and 20.9% had earned a Bachelor's Degree.

In comparison, for the United States, it is estimated that for the population over age 25, 7.0% had earned a Master's Degree, 1.9% had earned a Professional School Degree, 1.1% had earned a Doctorate Degree and 17.4% had earned a Bachelor's Degree.



- Most of the dwellings in this area (56.3%) are estimated to be Renter-Occupied for the current year. For the entire country the majority of the housing units are Owner-Occupied (66.8%).

The majority of dwellings in this area are estimated to be structures of 1 Unit Detached for the current year. In the United States, the majority of dwellings are estimated to be structures of 1 Unit Detached for the same year.

The majority of housing units in this area (30.0%) are estimated to have been Housing Unit Built 1939 or Earlier for the current year.

The majority of housing units in the United States (16.2%) are estimated to have been Housing Unit Built 1970 to 1979 for the current year.

Executive Summary 2010

Ice Skating Rink Feasibility Study

Radius 3: UNION COUNTY, 0.00 - 30.00 Miles, Total

Area Name: UNION COUNTY

Type: Radius 1

Reporting Detail: Aggregate

Reporting Level: Block Group

Radius Definition:

136 OAK RIDGE RD
CLARK, NJ 07066-2762

Latitude/Longitude 40.607156 -74.343030

Radius 0.00 - 10.00

Area Name: UNION COUNTY

Type: Radius 2

Reporting Detail: Aggregate

Reporting Level: Block Group

Radius Definition:

136 OAK RIDGE RD
CLARK, NJ 07066-2762

Latitude/Longitude 40.607156 -74.343030

Radius 0.00 - 20.00

Area Name: UNION COUNTY

Type: Radius 3

Reporting Detail: Aggregate

Reporting Level: Block Group

Radius Definition:

136 OAK RIDGE RD
CLARK, NJ 07066-2762

Latitude/Longitude 40.607156 -74.343030

Radius 0.00 - 30.00

Project Information:

Site: 1

Order Number: 969566640



Prepared On: Tues Mar 01, 2011 Page 10 Of 10

Project Code: County of Union, NJ

Prepared For: County of Union, New Jersey

Prepared By:

Nielsen Solution Center 1 800 866 6511

© 2011 The Nielsen Company. All rights reserved.



Pop-Facts: Census Demographic Quick Facts 2010 Report

Ice Skating Rink Feasibility Study

Radius 1: UNION COUNTY, 136 OAK RIDGE RD, CLARK, NJ 07066-2762, aggregate

Radius 2: UNION COUNTY, 136 OAK RIDGE RD, CLARK, NJ 07066-2762, aggregate

Radius 3: UNION COUNTY, 136 OAK RIDGE RD, CLARK, NJ 07066-2762, aggregate

Description	0.00 - 10.00 miles		0.00 - 20.00 miles		0.00 - 30.00 miles	
	Radius 1	%	Radius 2	%	Radius 3	%
Population						
2000 Census	1,253,744		4,737,160		12,169,334	
1990 Census	1,156,326		4,343,012		11,142,101	
Growth 1990 - 2000	8.42%		9.08%		9.22%	
Household						
2000 Census	439,242		1,732,697		4,522,725	
1990 Census	410,544		1,596,942		4,196,652	
Growth 1990 - 2000	6.99%		8.50%		7.77%	
2000 Est. Population by Single Classification Race						
White Alone	824,605	65.77	3,054,483	64.48	6,705,208	55.10
Black or African American Alone	210,562	16.79	731,963	15.45	2,477,584	20.36
American Indian and Alaska Native Alone	2,797	0.22	11,932	0.25	48,724	0.40
Asian Alone	102,250	8.16	462,855	9.77	1,083,419	8.90
Native Hawaiian and Other Pacific Islander Alone	528	0.04	2,263	0.05	6,969	0.06
Some Other Race Alone	76,302	6.09	316,647	6.68	1,343,936	11.04
Two or More Races	36,701	2.93	157,019	3.31	503,495	4.14
2000 Est. Population Hispanic or Latino						
Hispanic or Latino	206,438	16.47	767,060	16.19	2,859,080	23.49
Not Hispanic or Latino	1,047,305	83.53	3,970,100	83.81	9,310,254	76.51
2000 Tenure of Occupied Housing Units						
Owner Occupied	278,909	63.50	880,560	50.82	1,851,125	40.93
Renter Occupied	160,333	36.50	852,137	49.18	2,671,601	59.07
2000 Average Household Size						
	2.79		2.67		2.63	

Pop-Facts: Census Demographic Quick Facts 2010 Report

Ice Skating Rink Feasibility Study

Radius 1: UNION COUNTY, 136 OAK RIDGE RD, CLARK, NJ 07066-2762, aggregate

Radius 2: UNION COUNTY, 136 OAK RIDGE RD, CLARK, NJ 07066-2762, aggregate

Radius 3: UNION COUNTY, 136 OAK RIDGE RD, CLARK, NJ 07066-2762, aggregate

Description	0.00 - 10.00 miles		0.00 - 20.00 miles		0.00 - 30.00 miles	
	Radius 1	%	Radius 2	%	Radius 3	%
2000 Est. Households by Household Income	439,242		1,732,697		4,522,725	
Income Less than \$15,000	46,918	10.68	269,773	15.57	858,459	18.98
Income \$15,000 - \$24,999	37,398	8.51	168,402	9.72	479,686	10.61
Income \$25,000 - \$34,999	41,989	9.56	170,284	9.83	481,279	10.64
Income \$35,000 - \$49,999	60,343	13.74	237,374	13.70	627,411	13.87
Income \$50,000 - \$74,999	89,897	20.47	320,176	18.48	784,181	17.34
Income \$75,000 - \$99,999	62,440	14.22	212,434	12.26	482,838	10.68
Income \$100,000 - \$149,999	59,879	13.63	205,920	11.88	454,088	10.04
Income \$150,000 - \$249,999	28,783	6.55	104,682	6.04	240,310	5.31
Income \$250,000 - \$499,999	7,736	1.76	29,171	1.68	73,505	1.63
Income \$500,000 and over	4,063	0.93	14,366	0.83	43,081	0.95
2000 Est. Average Household Income	\$77,029		\$70,851		\$66,714	
2000 Est. Median Household Income	\$59,198		\$51,597		\$45,591	
2000 Est. Per Capita Income	\$27,302		\$26,235		\$25,107	

Pop-Facts: Census Demographic Quick Facts 2010 Report

Ice Skating Rink Feasibility Study

Appendix: Area Listing

Area Name: UNION COUNTY

Type: Radius 1

Reporting Detail: Aggregate

Reporting Level: Block Group

Radius Definition:

136 OAK RIDGE RD
CLARK, NJ 07066-2762

Latitude/Longitude 40.607156 -74.343030
Radius 0.00 - 10.00

Area Name: UNION COUNTY

Type: Radius 2

Reporting Detail: Aggregate

Reporting Level: Block Group

Radius Definition:

136 OAK RIDGE RD
CLARK, NJ 07066-2762

Latitude/Longitude 40.607156 -74.343030
Radius 0.00 - 20.00

Area Name: UNION COUNTY

Type: Radius 3

Reporting Detail: Aggregate

Reporting Level: Block Group

Radius Definition:

136 OAK RIDGE RD
CLARK, NJ 07066-2762

Latitude/Longitude 40.607156 -74.343030
Radius 0.00 - 30.00

Project Information:

Site: 1

Order Number: 969566640



Pop-Facts: Demographic Snapshot 2010 Report

Ice Skating Rink Feasibility Study

Radius 1: UNION COUNTY, 136 OAK RIDGE RD, CLARK, NJ 07066-2762, aggregate

Radius 2: UNION COUNTY, 136 OAK RIDGE RD, CLARK, NJ 07066-2762, aggregate

Radius 3: UNION COUNTY, 136 OAK RIDGE RD, CLARK, NJ 07066-2762, aggregate

Description	0.00 - 10.00 miles		0.00 - 20.00 miles		0.00 - 30.00 miles	
	Radius 1	%	Radius 2	%	Radius 3	%
Population						
2015 Projection	1,292,994		4,915,159		12,806,008	
2010 Estimate	1,285,740		4,880,946		12,657,310	
2000 Census	1,253,744		4,737,160		12,169,334	
1990 Census	1,156,326		4,343,012		11,142,101	
Growth 2010-2015	0.56%		0.70%		1.17%	
Growth 2000-2010	2.55%		3.04%		4.01%	
Growth 1990-2000	8.42%		9.08%		9.22%	
2010 Est. Pop by Single Race Class						
	1,285,740		4,880,946		12,657,310	
White Alone	772,943	60.12	2,977,279	61.00	6,720,021	53.09
Black or African American Alone	220,590	17.16	718,035	14.71	2,400,732	18.97
Amer. Indian and Alaska Native Alone	3,430	0.27	13,254	0.27	51,437	0.41
Asian Alone	138,894	10.80	605,483	12.41	1,387,066	10.96
Native Hawaiian and Other Pac. Isl. Alone	642	0.05	2,707	0.06	8,455	0.07
Some Other Race Alone	101,984	7.93	369,244	7.57	1,485,190	11.73
Two or More Races	47,257	3.68	194,945	3.99	604,409	4.78
2010 Est. Pop Hisp or Latino by Origin						
	1,285,740		4,880,946		12,657,310	
Not Hispanic or Latino	1,005,546	78.21	3,966,813	81.27	9,422,876	74.45
Hispanic or Latino:	280,194	21.79	914,133	18.73	3,234,434	25.55
Mexican	34,103	12.17	129,362	14.15	407,816	12.61
Puerto Rican	73,140	26.10	288,259	31.53	958,799	29.64
Cuban	15,970	5.70	41,946	4.59	110,861	3.43
All Other Hispanic or Latino	156,981	56.03	454,566	49.73	1,756,958	54.32
2010 Est. Hisp or Latino by Single Race Class						
	280,194		914,133		3,234,434	
White Alone	147,450	52.62	446,962	48.89	1,332,960	41.21
Black or African American Alone	11,160	3.98	39,951	4.37	196,021	6.06
American Indian and Alaska Native Alone	1,860	0.66	7,086	0.78	30,746	0.95
Asian Alone	789	0.28	2,956	0.32	9,167	0.28
Native Hawaiian and Other Pacific Islander Alone	210	0.07	683	0.07	2,654	0.08
Some Other Race Alone	98,943	35.31	351,900	38.50	1,420,278	43.91
Two or More Races	19,782	7.06	64,594	7.07	242,607	7.50

Pop-Facts: Demographic Snapshot 2010 Report

Ice Skating Rink Feasibility Study

Radius 1: UNION COUNTY, 136 OAK RIDGE RD, CLARK, NJ 07066-2762, aggregate

Radius 2: UNION COUNTY, 136 OAK RIDGE RD, CLARK, NJ 07066-2762, aggregate

Radius 3: UNION COUNTY, 136 OAK RIDGE RD, CLARK, NJ 07066-2762, aggregate

Description	0.00 - 10.00 miles		0.00 - 20.00 miles		0.00 - 30.00 miles	
	Radius 1	%	Radius 2	%	Radius 3	%
2010 Est. Pop. Asian Alone Race by Cat	138,894		605,483		1,387,066	
Chinese, except Taiwanese	27,713	19.95	256,597	42.38	513,710	37.04
Filipino	21,798	15.69	75,023	12.39	147,827	10.66
Japanese	1,446	1.04	8,164	1.35	42,707	3.08
Asian Indian	64,000	46.08	171,740	28.36	380,522	27.43
Korean	10,705	7.71	34,044	5.62	150,270	10.83
Vietnamese	3,486	2.51	11,650	1.92	22,546	1.63
Cambodian	64	0.05	412	0.07	1,473	0.11
Hmong	0	0.00	9	0.00	31	0.00
Laotian	57	0.04	181	0.03	506	0.04
Thai	292	0.21	1,708	0.28	6,388	0.46
All Other Asian Races Including 2+ Category	9,332	6.72	45,954	7.59	121,086	8.73

2010 Est. Population by Ancestry	1,285,740		4,880,946		12,657,310	
Pop, Arab	11,066	0.86	66,806	1.37	131,704	1.04
Pop, Czech	2,088	0.16	6,841	0.14	16,193	0.13
Pop, Danish	1,947	0.15	5,888	0.12	11,625	0.09
Pop, Dutch	3,221	0.25	13,884	0.28	44,405	0.35
Pop, English	23,832	1.85	93,615	1.92	215,371	1.70
Pop, French (except Basque)	4,587	0.36	22,130	0.45	66,308	0.52
Pop, French Canadian	1,760	0.14	6,413	0.13	13,686	0.11
Pop, German	53,189	4.14	178,779	3.66	410,284	3.24
Pop, Greek	8,023	0.62	31,857	0.65	95,132	0.75
Pop, Hungarian	10,652	0.83	38,416	0.79	75,482	0.60
Pop, Irish	88,473	6.88	343,048	7.03	701,348	5.54
Pop, Italian	173,780	13.52	669,027	13.71	1,219,983	9.64
Pop, Lithuanian	2,663	0.21	7,335	0.15	15,984	0.13
Pop, United States or American	33,416	2.60	128,822	2.64	341,623	2.70
Pop, Norwegian	3,760	0.29	15,791	0.32	28,343	0.22
Pop, Polish	54,241	4.22	178,805	3.66	382,200	3.02
Pop, Portuguese	18,913	1.47	47,614	0.98	61,105	0.48
Pop, Russian	23,675	1.84	125,866	2.58	301,067	2.38
Pop, Scottish	6,289	0.49	25,024	0.51	52,700	0.42
Pop, Scotch-Irish	4,360	0.34	15,531	0.32	33,579	0.27
Pop, Slovak	5,640	0.44	12,641	0.26	20,788	0.16
Pop, Sub-Saharan African	14,649	1.14	64,166	1.31	212,098	1.68
Pop, Swedish	2,488	0.19	10,799	0.22	25,553	0.20
Pop, Swiss	908	0.07	3,798	0.08	10,647	0.08
Pop, Ukrainian	9,348	0.73	39,704	0.81	76,715	0.61
Pop, Welsh	1,246	0.10	4,716	0.10	11,400	0.09
Pop, West Indian (exc Hisp groups)	40,357	3.14	113,765	2.33	525,489	4.15
Pop, Other ancestries	610,523	47.48	2,339,964	47.94	6,834,781	54.00



Pop-Facts: Demographic Snapshot 2010 Report

Ice Skating Rink Feasibility Study

Radius 1: UNION COUNTY, 136 OAK RIDGE RD, CLARK, NJ 07066-2762, aggregate

Radius 2: UNION COUNTY, 136 OAK RIDGE RD, CLARK, NJ 07066-2762, aggregate

Radius 3: UNION COUNTY, 136 OAK RIDGE RD, CLARK, NJ 07066-2762, aggregate

Description	0.00 - 10.00 miles		0.00 - 20.00 miles		0.00 - 30.00 miles	
	Radius 1	%	Radius 2	%	Radius 3	%
2010 Est. Population by Ancestry						
Pop, Ancestry Unclassified	70,648	5.49	269,903	5.53	721,715	5.70
2010 Est. Pop Age 5+ by Language Spoken At Home						
Speak Only English at Home	748,458	62.40	2,753,381	60.37	6,658,726	56.40
Speak Asian/Pac. Isl. Lang. at Home	61,615	5.14	351,359	7.70	806,049	6.83
Speak IndoEuropean Language at Home	153,590	12.80	587,704	12.89	1,367,096	11.58
Speak Spanish at Home	217,979	18.17	720,602	15.80	2,631,614	22.29
Speak Other Language at Home	17,894	1.49	147,941	3.24	343,110	2.91
2010 Est. Population by Sex						
Male	631,438	49.11	2,392,557	49.02	6,131,572	48.44
Female	654,302	50.89	2,488,389	50.98	6,525,738	51.56
2010 Est. Population by Age						
Age 0 - 4	86,205	6.70	319,959	6.56	850,716	6.72
Age 5 - 9	85,047	6.61	311,440	6.38	811,665	6.41
Age 10 - 14	84,778	6.59	308,069	6.31	788,246	6.23
Age 15 - 17	54,405	4.23	195,098	4.00	496,785	3.92
Age 18 - 20	52,226	4.06	185,303	3.80	489,717	3.87
Age 21 - 24	69,374	5.40	252,828	5.18	672,532	5.31
Age 25 - 34	159,075	12.37	642,208	13.16	1,735,290	13.71
Age 35 - 44	191,682	14.91	746,153	15.29	1,953,475	15.43
Age 45 - 54	199,748	15.54	736,889	15.10	1,865,645	14.74
Age 55 - 64	148,312	11.54	559,460	11.46	1,404,138	11.09
Age 65 - 74	83,072	6.46	328,919	6.74	852,033	6.73
Age 75 - 84	48,327	3.76	199,726	4.09	501,387	3.96
Age 85 and over	23,489	1.83	94,894	1.94	235,680	1.86
Age 16 and over	1,011,520	78.67	3,876,873	79.43	10,042,238	79.34
Age 18 and over	975,306	75.86	3,746,379	76.76	9,709,898	76.71
Age 21 and over	923,079	71.79	3,561,076	72.96	9,220,181	72.84
Age 65 and over	154,888	12.05	623,539	12.77	1,589,101	12.55
2010 Est. Median Age						
	37.70		38.02		37.48	
2010 Est. Average Age						
	37.70		38.20		37.80	

Pop-Facts: Demographic Snapshot 2010 Report

Ice Skating Rink Feasibility Study

Radius 1: UNION COUNTY, 136 OAK RIDGE RD, CLARK, NJ 07066-2762, aggregate

Radius 2: UNION COUNTY, 136 OAK RIDGE RD, CLARK, NJ 07066-2762, aggregate

Radius 3: UNION COUNTY, 136 OAK RIDGE RD, CLARK, NJ 07066-2762, aggregate

Description	0.00 - 10.00 miles		0.00 - 20.00 miles		0.00 - 30.00 miles	
	Radius 1	%	Radius 2	%	Radius 3	%
2010 Est. Male Population by Age	631,438		2,392,557		6,131,572	
Age 0 - 4	44,212	7.00	163,315	6.83	435,833	7.11
Age 5 - 9	43,548	6.90	159,621	6.67	415,376	6.77
Age 10 - 14	43,453	6.88	158,032	6.61	403,312	6.58
Age 15 - 17	27,918	4.42	100,510	4.20	253,691	4.14
Age 18 - 20	26,445	4.19	94,911	3.97	248,352	4.05
Age 21 - 24	35,118	5.56	128,091	5.35	335,058	5.46
Age 25 - 34	80,881	12.81	326,608	13.65	863,506	14.08
Age 35 - 44	96,318	15.25	375,726	15.70	968,564	15.80
Age 45 - 54	98,355	15.58	364,301	15.23	910,434	14.85
Age 55 - 64	70,813	11.21	265,832	11.11	655,016	10.68
Age 65 - 74	37,932	6.01	147,904	6.18	374,560	6.11
Age 75 - 84	19,079	3.02	78,202	3.27	194,657	3.17
Age 85 and over	7,365	1.17	29,504	1.23	73,214	1.19
2010 Est. Median Age, Male	36.47		36.74		36.14	
2010 Est. Average Age, Male	36.40		36.80		36.40	
2010 Est. Female Population by Age	654,302		2,488,389		6,525,738	
Age 0 - 4	41,992	6.42	156,644	6.29	414,883	6.36
Age 5 - 9	41,499	6.34	151,819	6.10	396,289	6.07
Age 10 - 14	41,325	6.32	150,038	6.03	384,934	5.90
Age 15 - 17	26,486	4.05	94,589	3.80	243,094	3.73
Age 18 - 20	25,781	3.94	90,392	3.63	241,365	3.70
Age 21 - 24	34,256	5.24	124,737	5.01	337,474	5.17
Age 25 - 34	78,193	11.95	315,599	12.68	871,783	13.36
Age 35 - 44	95,365	14.58	370,426	14.89	984,912	15.09
Age 45 - 54	101,393	15.50	372,588	14.97	955,211	14.64
Age 55 - 64	77,499	11.84	293,628	11.80	749,122	11.48
Age 65 - 74	45,141	6.90	181,015	7.27	477,474	7.32
Age 75 - 84	29,248	4.47	121,524	4.88	306,731	4.70
Age 85 and over	16,123	2.46	65,390	2.63	162,467	2.49
2010 Est. Median Age, Female	38.94		39.33		38.79	
2010 Est. Average Age, Female	38.90		39.50		39.20	

Pop-Facts: Demographic Snapshot 2010 Report

Ice Skating Rink Feasibility Study

Radius 1: UNION COUNTY, 136 OAK RIDGE RD, CLARK, NJ 07066-2762, aggregate

Radius 2: UNION COUNTY, 136 OAK RIDGE RD, CLARK, NJ 07066-2762, aggregate

Radius 3: UNION COUNTY, 136 OAK RIDGE RD, CLARK, NJ 07066-2762, aggregate

Description	0.00 - 10.00 miles		0.00 - 20.00 miles		0.00 - 30.00 miles	
	Radius 1	%	Radius 2	%	Radius 3	%
2010 Est. Pop Age 15+ by Marital Status	1,029,710		3,941,478		10,206,683	
Total, Never Married	348,536	33.85	1,406,335	35.68	3,925,693	38.46
Males, Never Married	183,610	17.83	745,199	18.91	2,013,385	19.73
Females, Never Married	164,926	16.02	661,136	16.77	1,912,307	18.74
Married, Spouse present	480,134	46.63	1,748,689	44.37	4,031,979	39.50
Married, Spouse absent	58,350	5.67	234,505	5.95	793,905	7.78
Widowed	63,243	6.14	255,275	6.48	636,277	6.23
Males Widowed	11,800	1.15	47,543	1.21	115,604	1.13
Females Widowed	51,443	5.00	207,732	5.27	520,673	5.10
Divorced	79,447	7.72	296,674	7.53	818,830	8.02
Males Divorced	30,997	3.01	113,642	2.88	308,249	3.02
Females Divorced	48,450	4.71	183,032	4.64	510,581	5.00
2010 Est. Pop. Age 25+ by Edu. Attainment	853,705		3,308,248		8,547,649	
Less than 9th grade	57,231	6.70	260,780	7.88	806,734	9.44
Some High School, no diploma	62,567	7.33	260,192	7.86	773,770	9.05
High School Graduate (or GED)	261,839	30.67	922,347	27.88	2,250,342	26.33
Some College, no degree	134,976	15.81	482,339	14.58	1,231,920	14.41
Associate Degree	49,887	5.84	186,077	5.62	492,090	5.76
Bachelor's Degree	172,127	20.16	721,417	21.81	1,787,389	20.91
Master's Degree	81,270	9.52	334,585	10.11	826,350	9.67
Professional School Degree	21,021	2.46	91,962	2.78	253,004	2.96
Doctorate Degree	12,788	1.50	48,549	1.47	126,051	1.47
2010 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat	168,944		547,914		1,937,950	
Less than 9th grade	30,505	18.06	98,608	18.00	418,969	21.62
Some High School, no diploma	19,260	11.40	69,734	12.73	281,858	14.54
High School Graduate (or GED)	60,133	35.59	176,860	32.28	555,301	28.65
Some College, no degree	28,883	17.10	88,750	16.20	292,730	15.11
Associate Degree	7,472	4.42	28,988	5.29	101,175	5.22
Bachelor's Degree	14,900	8.82	57,427	10.48	197,120	10.17
Graduate or Professional Degree	7,791	4.61	27,546	5.03	90,797	4.69

Pop-Facts: Demographic Snapshot 2010 Report

Ice Skating Rink Feasibility Study

Radius 1: UNION COUNTY, 136 OAK RIDGE RD, CLARK, NJ 07066-2762, aggregate

Radius 2: UNION COUNTY, 136 OAK RIDGE RD, CLARK, NJ 07066-2762, aggregate

Radius 3: UNION COUNTY, 136 OAK RIDGE RD, CLARK, NJ 07066-2762, aggregate

Description	0.00 - 10.00 miles		0.00 - 20.00 miles		0.00 - 30.00 miles	
	Radius 1	%	Radius 2	%	Radius 3	%
Households						
2015 Projection	446,524		1,783,759		4,685,538	
2010 Estimate	445,622		1,775,910		4,651,068	
2000 Census	439,242		1,732,697		4,522,725	
1990 Census	410,544		1,596,942		4,196,652	
Growth 2010-2015	0.20%		0.44%		0.74%	
Growth 2000-2010	1.45%		2.49%		2.84%	
Growth 1990-2000	6.99%		8.50%		7.77%	
2010 Est. Households by Household Type						
Family Households	323,156	72.52	1,194,198	67.24	2,989,752	64.28
Nonfamily Households	122,466	27.48	581,712	32.76	1,661,317	35.72
2010 Est. Group Quarters Population						
	26,424		106,776		275,655	
2010 HHs by Ethnicity, Hispanic/Latino						
	76,788	17.23	262,983	14.81	948,183	20.39
2010 Est. HHs by HH Income						
Income Less than \$15,000	36,817	8.26	209,082	11.77	689,444	14.82
Income \$15,000 - \$24,999	31,181	7.00	144,830	8.16	410,002	8.82
Income \$25,000 - \$34,999	32,216	7.23	134,844	7.59	384,851	8.27
Income \$35,000 - \$49,999	51,491	11.55	202,386	11.40	562,640	12.10
Income \$50,000 - \$74,999	79,587	17.86	298,426	16.80	766,016	16.47
Income \$75,000 - \$99,999	65,358	14.67	234,987	13.23	561,826	12.08
Income \$100,000 - \$124,999	49,946	11.21	170,881	9.62	388,914	8.36
Income \$125,000 - \$149,999	32,131	7.21	113,710	6.40	255,703	5.50
Income \$150,000 - \$199,999	31,437	7.05	123,555	6.96	277,904	5.98
Income \$200,000 - \$499,999	28,761	6.45	115,271	6.49	277,132	5.96
Income \$500,000 and more	6,696	1.50	27,940	1.57	76,637	1.65
2010 Est. Average Household Income						
	\$95,226		\$91,188		\$85,206	
2010 Est. Median Household Income						
	\$72,336		\$66,488		\$59,092	
2010 Est. Per Capita Income						
	\$33,254		\$33,459		\$31,591	

Pop-Facts: Demographic Snapshot 2010 Report

Ice Skating Rink Feasibility Study

Radius 1: UNION COUNTY, 136 OAK RIDGE RD, CLARK, NJ 07066-2762, aggregate

Radius 2: UNION COUNTY, 136 OAK RIDGE RD, CLARK, NJ 07066-2762, aggregate

Radius 3: UNION COUNTY, 136 OAK RIDGE RD, CLARK, NJ 07066-2762, aggregate

Description	0.00 - 10.00 miles		0.00 - 20.00 miles		0.00 - 30.00 miles	
	Radius 1	%	Radius 2	%	Radius 3	%
2010 Median HH Inc by Single Race Class. or Ethn						
White Alone	76,313		72,698		70,377	
Black or African American Alone	58,793		48,410		40,869	
American Indian and Alaska Native Alone	59,098		51,160		42,401	
Asian Alone	95,313		75,106		67,452	
Native Hawaiian and Other Pacific Islander Alone	97,727		61,727		48,283	
Some Other Race Alone	54,346		46,424		38,615	
Two or More Races	57,334		49,285		44,254	
Hispanic or Latino	55,037		49,190		41,055	
Not Hispanic or Latino	76,943		70,051		65,118	
2010 Est. Family HH Type, Presence Own Children						
Married-Couple Family, own children	117,609	36.39	410,897	34.41	931,648	31.16
Married-Couple Family, no own children	120,061	37.15	451,560	37.81	1,055,138	35.29
Male Householder, own children	9,251	2.86	31,831	2.67	87,040	2.91
Male Householder, no own children	13,221	4.09	55,510	4.65	153,088	5.12
Female Householder, own children	32,319	10.00	124,929	10.46	403,857	13.51
Female Householder, no own children	30,694	9.50	119,470	10.00	358,981	12.01
2010 Est. Households by Household Size						
1-person household	99,005	22.22	471,359	26.54	1,341,935	28.85
2-person household	125,786	28.23	506,632	28.53	1,280,566	27.53
3-person household	83,526	18.74	308,854	17.39	779,414	16.76
4-person household	75,092	16.85	263,996	14.87	641,827	13.80
5-person household	37,424	8.40	131,337	7.40	338,461	7.28
6-person household	14,681	3.29	53,933	3.04	149,344	3.21
7 or more person household	10,107	2.27	39,800	2.24	119,522	2.57
2010 Est. Average Household Size						
	2.83		2.69		2.66	

Pop-Facts: Demographic Snapshot 2010 Report

Ice Skating Rink Feasibility Study

Radius 1: UNION COUNTY, 136 OAK RIDGE RD, CLARK, NJ 07066-2762, aggregate

Radius 2: UNION COUNTY, 136 OAK RIDGE RD, CLARK, NJ 07066-2762, aggregate

Radius 3: UNION COUNTY, 136 OAK RIDGE RD, CLARK, NJ 07066-2762, aggregate

Description	0.00 - 10.00 miles		0.00 - 20.00 miles		0.00 - 30.00 miles	
	Radius 1	%	Radius 2	%	Radius 3	%
2010 Est. Households by Presence of People	445,622		1,775,910		4,651,068	
Households with 1 or more People under Age 18:	169,946	38.14	606,194	34.13	1,548,267	33.29
Married-Couple Family	120,920	71.15	420,415	69.35	961,134	62.08
Other Family, Male Householder	11,446	6.74	39,304	6.48	109,433	7.07
Other Family, Female Householder	36,576	21.52	143,511	23.67	470,488	30.39
Nonfamily, Male Householder	860	0.51	1,986	0.33	4,443	0.29
Nonfamily, Female Householder	144	0.08	978	0.16	2,769	0.18
Households no People under Age 18:	275,676	61.86	1,169,716	65.87	3,102,801	66.71
Married-Couple Family	113,028	41.00	427,777	36.57	991,153	31.94
Other Family, Male Householder	10,676	3.87	46,347	3.96	126,077	4.06
Other Family, Female Householder	25,439	9.23	96,815	8.28	277,040	8.93
Nonfamily, Male Householder	56,746	20.58	271,528	23.21	765,205	24.66
Nonfamily, Female Householder	69,787	25.31	327,249	27.98	943,326	30.40
2010 Est. Households by Number of Vehicles	445,622		1,775,910		4,651,068	
No Vehicles	48,297	10.84	451,222	25.41	1,839,322	39.55
1 Vehicle	162,855	36.55	637,242	35.88	1,515,093	32.58
2 Vehicles	160,097	35.93	482,789	27.19	925,823	19.91
3 Vehicles	53,092	11.91	146,845	8.27	264,205	5.68
4 Vehicles	16,022	3.60	44,325	2.50	79,535	1.71
5 or more Vehicles	5,259	1.18	13,487	0.76	27,089	0.58
2010 Est. Average Number of Vehicles	1.66		1.30		1.00	
Family Households						
2015 Projection	323,721		1,198,729		3,010,446	
2010 Estimate	323,156		1,194,198		2,989,752	
2000 Census	318,527		1,167,868		2,911,417	
1990 Census	302,671		1,098,959		2,731,537	
Growth 2010-2015	0.17%		0.38%		0.69%	
Growth 2000-2010	1.45%		2.25%		2.69%	
Growth 1990-2000	5.24%		6.27%		6.59%	
2010 Est. Families by Poverty Status	323,156		1,194,198		2,989,752	
2010 Families at or Above Poverty	305,665	94.59	1,092,446	91.48	2,631,598	88.02
2010 Families at or Above Poverty with Children	157,288	48.67	536,418	44.92	1,292,431	43.23
2010 Families Below Poverty	17,491	5.41	101,752	8.52	358,153	11.98
2010 Families Below Poverty with Children	13,280	4.11	74,618	6.25	269,196	9.00



Pop-Facts: Demographic Snapshot 2010 Report

Ice Skating Rink Feasibility Study

Radius 1: UNION COUNTY, 136 OAK RIDGE RD, CLARK, NJ 07066-2762, aggregate

Radius 2: UNION COUNTY, 136 OAK RIDGE RD, CLARK, NJ 07066-2762, aggregate

Radius 3: UNION COUNTY, 136 OAK RIDGE RD, CLARK, NJ 07066-2762, aggregate

Description	0.00 - 10.00 miles		0.00 - 20.00 miles		0.00 - 30.00 miles	
	Radius 1	%	Radius 2	%	Radius 3	%
2010 Est. Pop Age 16+ by Employment Status	1,011,520		3,876,873		10,042,238	
In Armed Forces	420	0.04	2,110	0.05	5,415	0.05
Civilian - Employed	642,583	63.53	2,413,580	62.26	6,075,492	60.50
Civilian - Unemployed	39,920	3.95	146,103	3.77	437,652	4.36
Not in Labor Force	328,597	32.49	1,315,079	33.92	3,523,679	35.09
2010 Est. Civ Employed Pop 16+ Class of Worker	616,085		2,260,043		5,587,965	
For-Profit Private Workers	458,480	74.42	1,668,457	73.82	4,057,445	72.61
Non-Profit Private Workers	41,377	6.72	161,101	7.13	441,369	7.90
Local Government Workers	53,368	8.66	199,156	8.81	512,173	9.17
State Government Workers	24,602	3.99	74,446	3.29	150,413	2.69
Federal Government Workers	10,182	1.65	39,816	1.76	96,087	1.72
Self-Emp Workers	26,896	4.37	113,731	5.03	323,282	5.79
Unpaid Family Workers	1,180	0.19	3,336	0.15	7,195	0.13
2010 Est. Civ Employed Pop 16+ by Occupation	616,085		2,260,043		5,587,965	
Architect/Engineer	8,873	1.44	35,774	1.58	76,175	1.36
Arts/Entertain/Sports	9,652	1.57	73,467	3.25	205,635	3.68
Building Grounds Maint	22,836	3.71	78,437	3.47	230,898	4.13
Business/Financial Ops	33,716	5.47	126,534	5.60	304,534	5.45
Community/Soc Svcs	10,685	1.73	36,354	1.61	98,840	1.77
Computer/Mathematical	26,270	4.26	89,033	3.94	174,501	3.12
Construction/Extraction	27,730	4.50	106,941	4.73	257,652	4.61
Edu/Training/Library	39,073	6.34	146,610	6.49	337,552	6.04
Farm/Fish/Forestry	202	0.03	1,271	0.06	3,663	0.07
Food Prep/Serving	23,878	3.88	99,064	4.38	262,032	4.69
Health Practitioner/Tec	29,709	4.82	103,464	4.58	255,405	4.57
Healthcare Support	13,048	2.12	50,946	2.25	172,479	3.09
Maintenance Repair	18,173	2.95	56,217	2.49	124,737	2.23
Legal	8,171	1.33	40,241	1.78	105,273	1.88
Life/Phys/Soc Science	8,623	1.40	28,585	1.26	66,135	1.18
Management	57,720	9.37	228,383	10.11	554,127	9.92
Office/Admin Support	96,788	15.71	335,223	14.83	803,305	14.38
Production	34,230	5.56	99,179	4.39	224,945	4.03
Protective Svcs	17,026	2.76	60,112	2.66	144,054	2.58
Sales/Related	67,684	10.99	254,867	11.28	635,883	11.38
Personal Care/Svc	17,489	2.84	71,500	3.16	220,626	3.95
Transportation/Moving	44,511	7.22	137,844	6.10	329,514	5.90

Pop-Facts: Demographic Snapshot 2010 Report

Ice Skating Rink Feasibility Study

Radius 1: UNION COUNTY, 136 OAK RIDGE RD, CLARK, NJ 07066-2762, aggregate

Radius 2: UNION COUNTY, 136 OAK RIDGE RD, CLARK, NJ 07066-2762, aggregate

Radius 3: UNION COUNTY, 136 OAK RIDGE RD, CLARK, NJ 07066-2762, aggregate

Description	0.00 - 10.00 miles		0.00 - 20.00 miles		0.00 - 30.00 miles	
	Radius 1	%	Radius 2	%	Radius 3	%
2010 Est. Pop 16+ by Occupation Classification	616,085		2,260,043		5,587,965	
Blue Collar	124,643	20.23	400,180	17.71	936,847	16.77
White Collar	396,964	64.43	1,498,533	66.31	3,617,366	64.73
Service and Farm	94,478	15.34	361,330	15.99	1,033,752	18.50
2010 Est. Workers Age 16+, Transp. To Work	602,515		2,211,371		5,457,162	
Drove Alone	404,445	67.13	1,178,044	53.27	2,247,820	41.19
Car Pooled	58,316	9.68	180,773	8.17	367,481	6.73
Public Transportation	77,476	12.86	589,663	26.67	2,083,030	38.17
Walked	22,415	3.72	136,641	6.18	425,357	7.79
Bicycle	1,442	0.24	9,482	0.43	28,028	0.51
Other Means	20,750	3.44	41,934	1.90	109,999	2.02
Worked at Home	17,671	2.93	74,834	3.38	195,448	3.58
2010 Est. Workers Age 16+ by Travel Time to Work *						
Less than 15 Minutes	136,480		417,255		877,844	
15 - 29 Minutes	194,042		622,633		1,396,919	
30 - 44 Minutes	118,886		487,194		1,287,338	
45 - 59 Minutes	48,215		231,069		681,897	
60 or more Minutes	91,333		393,588		1,053,534	
2010 Est. Avg Travel Time to Work in Minutes	32.72		35.59		37.53	
2010 Est. Tenure of Occupied Housing Units	445,622		1,775,910		4,651,068	
Owner Occupied	286,929	64.39	951,772	53.59	2,032,618	43.70
Renter Occupied	158,693	35.61	824,138	46.41	2,618,450	56.30
2010 Owner Occ. HUs: Avg. Length of Residence	18		17		17	
2010 Renter Occ. HUs: Avg. Length of Residence	8		10		12	

Pop-Facts: Demographic Snapshot 2010 Report

Ice Skating Rink Feasibility Study

Radius 1: UNION COUNTY, 136 OAK RIDGE RD, CLARK, NJ 07066-2762, aggregate

Radius 2: UNION COUNTY, 136 OAK RIDGE RD, CLARK, NJ 07066-2762, aggregate

Radius 3: UNION COUNTY, 136 OAK RIDGE RD, CLARK, NJ 07066-2762, aggregate

Description	0.00 - 10.00 miles		0.00 - 20.00 miles		0.00 - 30.00 miles	
	Radius 1	%	Radius 2	%	Radius 3	%
2010 Est. All Owner-Occupied Housing Values	286,929		951,772		2,032,618	
Value Less than \$20,000	381	0.13	2,291	0.24	8,678	0.43
Value \$20,000 - \$39,999	915	0.32	4,947	0.52	13,868	0.68
Value \$40,000 - \$59,999	888	0.31	4,839	0.51	13,329	0.66
Value \$60,000 - \$79,999	956	0.33	4,483	0.47	14,020	0.69
Value \$80,000 - \$99,999	1,057	0.37	5,064	0.53	14,885	0.73
Value \$100,000 - \$149,999	5,030	1.75	22,954	2.41	58,242	2.87
Value \$150,000 - \$199,999	18,227	6.35	56,148	5.90	106,882	5.26
Value \$200,000 - \$299,999	84,719	29.53	213,019	22.38	366,914	18.05
Value \$300,000 - \$399,999	71,813	25.03	213,902	22.47	440,214	21.66
Value \$400,000 - \$499,999	36,603	12.76	138,282	14.53	313,732	15.43
Value \$500,000 - \$749,999	40,289	14.04	171,009	17.97	392,231	19.30
Value \$750,000 - \$999,999	14,776	5.15	62,456	6.56	148,051	7.28
Value \$1,000,000 or more	11,276	3.93	52,376	5.50	141,572	6.97
2010 Est. Median All Owner-Occupied Housing Value	\$343,574		\$375,801		\$395,292	
2010 Est. Housing Units by Units in Structure	467,795		1,882,220		4,965,402	
1 Unit Attached	43,265	9.25	165,443	8.79	341,046	6.87
1 Unit Detached	230,777	49.33	618,934	32.88	1,136,901	22.90
2 Units	69,021	14.75	284,864	15.13	647,569	13.04
3 or 4 Units	37,008	7.91	212,404	11.28	473,859	9.54
5 to 19 Units	41,542	8.88	232,679	12.36	653,448	13.16
20 to 49 Units	20,459	4.37	139,996	7.44	598,448	12.05
50 or More Units	23,675	5.06	221,514	11.77	1,100,994	22.17
Mobile Home or Trailer	1,929	0.41	6,010	0.32	10,864	0.22
Boat, RV, Van, etc.	119	0.03	376	0.02	2,273	0.05
2010 Est. Housing Units by Year Structure Built	467,795		1,882,220		4,965,402	
Housing Unit Built 2000 or later	28,869	6.17	141,543	7.52	355,928	7.17
Housing Unit Built 1990 to 1999	30,887	6.60	125,582	6.67	276,274	5.56
Housing Unit Built 1980 to 1989	44,938	9.61	157,003	8.34	342,362	6.89
Housing Unit Built 1970 to 1979	49,944	10.68	177,564	9.43	442,287	8.91
Housing Unit Built 1960 to 1969	70,621	15.10	252,319	13.41	684,445	13.78
Housing Unit Built 1950 to 1959	96,731	20.68	289,156	15.36	764,049	15.39
Housing Unit Built 1940 to 1949	54,414	11.63	198,465	10.54	608,801	12.26
Housing Unit Built 1939 or Earlier	91,391	19.54	540,589	28.72	1,491,254	30.03
2010 Est. Median Year Structure Built	1959		1957		1955	

*This row intentionally left blank. No total category data is available.

**1939 will appear when at least half of the Housing Units in this reports area were built in 1939 or earlier.



Prepared On: Tues Mar 01, 2011 Page 11 Of 12

Project Code: County of Union, NJ

Prepared For: County of Union, New Jersey

Prepared By:

Nielsen Solution Center 1 800 866 6511

© 2011 The Nielsen Company. All rights reserved.



Pop-Facts: Demographic Snapshot 2010 Report

Ice Skating Rink Feasibility Study

Appendix: Area Listing

Area Name: UNION COUNTY

Type: Radius 1

Reporting Detail: Aggregate

Reporting Level: Block Group

Radius Definition:

136 OAK RIDGE RD
CLARK, NJ 07066-2762

Latitude/Longitude 40.607156 -74.343030
Radius 0.00 - 10.00

Area Name: UNION COUNTY

Type: Radius 2

Reporting Detail: Aggregate

Reporting Level: Block Group

Radius Definition:

136 OAK RIDGE RD
CLARK, NJ 07066-2762

Latitude/Longitude 40.607156 -74.343030
Radius 0.00 - 20.00

Area Name: UNION COUNTY

Type: Radius 3

Reporting Detail: Aggregate

Reporting Level: Block Group

Radius Definition:

136 OAK RIDGE RD
CLARK, NJ 07066-2762

Latitude/Longitude 40.607156 -74.343030
Radius 0.00 - 30.00

Project Information:

Site: 1

Order Number: 969566640



PRIZM Lifestage Group Distribution 2010

Ice Skating Rink Feasibility Study

Radius 1: UNION COUNTY, 0.00 - 10.00 Miles, Total

Group	PRIZM		Area		US Base		
	Code	Name	Households	%	Households	%	Index
YOUNGER YEARS							
Y1	03	Movers and Shakers	28814	6.47%	1864599	1.61%	402.7
Y1	08	Executive Suites	11000	2.47%	1060912	0.91%	270.2
Y1	11	God's Country	1596	0.36%	1689583	1.45%	24.6
Y1	12	Brite Lites, Li'l City	17322	3.89%	1836440	1.58%	245.8
Y1	19	Home Sweet Home	23511	5.28%	2120256	1.83%	289.0
Y1	25	Country Casuals	92	0.02%	1753196	1.51%	1.4
Y1	30	Suburban Sprawl	4684	1.05%	1521596	1.31%	80.2
Y1	37	Mayberry-ville	0	0.00%	2749917	2.37%	0.0
Y1		MIDLIFE SUCCESS	87019	19.53%	14596499	12.57%	155.4
Y2	04	Young Digerati	9317	2.09%	1403157	1.21%	173.1
Y2	16	Bohemian Mix	16573	3.72%	2049821	1.77%	210.7
Y2	22	Young Influentials	11924	2.68%	1701983	1.47%	182.6
Y2	23	Greenbelt Sports	149	0.03%	1550095	1.33%	2.5
Y2	24	Up-and-Comers	10972	2.46%	1500105	1.29%	190.6
Y2	31	Urban Achievers	6613	1.48%	1790485	1.54%	96.3
Y2	35	Boomtown Singles	4644	1.04%	1610499	1.39%	75.2
Y2		YOUNG ACHEIVERS	60192	13.51%	11606145	9.99%	135.2
Y3	42	Red, White and Blues	11	0.00%	1250143	1.08%	0.2
Y3	44	New Beginnings	1577	0.35%	1802267	1.55%	22.8
Y3	45	Blue Highways	0	0.00%	1813275	1.56%	0.0
Y3	47	City Startups	2992	0.67%	1488786	1.28%	52.4
Y3	48	Young and Rustic	38	0.01%	2201477	1.90%	0.4
Y3	53	Mobility Blues	624	0.14%	1501362	1.29%	10.8
Y3	56	Crossroad Villagers	0	0.00%	2408121	2.07%	0.0
Y3		STRIVING SINGLES	5242	1.18%	12465431	10.73%	11.0

PRIZM Lifestage Group Distribution 2010

Ice Skating Rink Feasibility Study

Radius 1: UNION COUNTY, 0.00 - 10.00 Miles, Total

Group	PRIZM		Area		US Base		
	Code	Name	Households	%	Households	%	Index
FAMILY LIFE							
F1	02	Blue Blood Estates	17390	3.90%	1131860	0.97%	400.4
F1	05	Country Squires	1610	0.36%	2005091	1.73%	20.9
F1	06	Winner's Circle	11875	2.66%	1261540	1.09%	245.3
F1		ACCUMULATED WEALTH	30875	6.93%	4398491	3.79%	182.9
F2	13	Upward Bound	17909	4.02%	1957492	1.69%	238.4
F2	17	Beltway Boomers	10435	2.34%	1120820	0.97%	242.6
F2	18	Kids and Cul-de-Sacs	12771	2.87%	1876131	1.62%	177.4
F2	20	Fast-Track Families	68	0.02%	1856956	1.60%	1.0
F2	29	American Dreams	25261	5.67%	2466519	2.12%	266.9
F2		YOUNG ACCUMULATORS	66444	14.91%	9277918	7.99%	186.6
F3	32	New Homesteaders	69	0.02%	2059595	1.77%	0.9
F3	33	Big Sky Families	0	0.00%	2137037	1.84%	0.0
F3	34	White Picket Fences	11231	2.52%	1537841	1.32%	190.3
F3	36	Blue-Chip Blues	4576	1.03%	1448410	1.25%	82.3
F3	50	Kid Country, USA	2	0.00%	1469685	1.27%	0.0
F3	51	Shotguns and Pickups	0	0.00%	1847075	1.59%	0.0
F3	52	Suburban Pioneers	636	0.14%	1219638	1.05%	13.6
F3	54	Multi-Culti Mosaic	4698	1.05%	1940720	1.67%	63.1
F3		MAINSTREAM FAMILIES	21212	4.76%	13660001	11.76%	40.5
F4	63	Family Thrifts	7822	1.76%	2111146	1.82%	96.6
F4	64	Bedrock America	0	0.00%	2160499	1.86%	0.0
F4	65	Big City Blues	14952	3.36%	1299134	1.12%	299.9
F4	66	Low-Rise Living	5247	1.18%	1684347	1.45%	81.2
F4		SUSTAINING FAMILIES	28021	6.29%	7255126	6.25%	100.7

PRIZM Lifestage Group Distribution 2010

Ice Skating Rink Feasibility Study

Radius 1: UNION COUNTY, 0.00 - 10.00 Miles, Total

Group	PRIZM		Area		US Base		
	Code	Name	Households	%	Households	%	Index
MATURE YEARS							
M1	01	Upper Crust	23233	5.21%	1775171	1.53%	341.1
M1	07	Money and Brains	30757	6.90%	2281156	1.96%	351.4
M1	09	Big Fish, Small Pond	1121	0.25%	2492753	2.15%	11.7
M1	10	Second City Elite	8579	1.93%	1454335	1.25%	153.7
M1		AFFLUENT EMPTY NESTS	63690	14.29%	8003415	6.89%	207.4
M2	14	New Empty Nests	8623	1.94%	1243807	1.07%	180.7
M2	15	Pools and Patios	14906	3.34%	1524743	1.31%	254.8
M2	21	Gray Power	4797	1.08%	1078939	0.93%	115.9
M2	26	The Cosmopolitans	11670	2.62%	1326394	1.14%	229.3
M2	27	Middleburg Managers	10023	2.25%	2270917	1.96%	115.0
M2	28	Traditional Times	116	0.03%	3278185	2.82%	0.9
M2		CONSERVATIVE CLASSICS	50135	11.25%	10722985	9.23%	121.9
M3	38	Simple Pleasures	6	0.00%	2749769	2.37%	0.1
M3	39	Domestic Duos	4759	1.07%	1406256	1.21%	88.2
M3	40	Close-In Couples	7979	1.79%	1324822	1.14%	157.0
M3	41	Sunset City Blues	1961	0.44%	2071984	1.78%	24.7
M3	43	Heartlanders	18	0.00%	2291305	1.97%	0.2
M3	46	Old Glories	2142	0.48%	1139485	0.98%	49.0
M3	49	American Classics	323	0.07%	1195760	1.03%	7.0
M3		CAUTIOUS COUPLES	17188	3.86%	12179381	10.49%	36.8
M4	55	Golden Ponds	0	0.00%	1966235	1.69%	0.0
M4	57	Old Milltowns	3	0.00%	1834700	1.58%	0.0
M4	58	Back Country Folks	0	0.00%	2610539	2.25%	0.0
M4	59	Urban Elders	9994	2.24%	1531800	1.32%	170.0
M4	60	Park Bench Seniors	3456	0.78%	1327760	1.14%	67.8
M4	61	City Roots	1574	0.35%	1315931	1.13%	31.2
M4	62	Hometown Retired	573	0.13%	1384260	1.19%	10.8
M4		SUSTAINING SENIORS	15600	3.50%	11971225	10.31%	34.0
Totals			445618	100.00%	116136617	100.00%	100.0

PRIZM Lifestage Group Distribution 2010

Ice Skating Rink Feasibility Study

Radius 2: UNION COUNTY, 0.00 - 20.00 Miles, Total

Group	PRIZM		Area		US Base		
	Code	Name	Households	%	Households	%	Index
YOUNGER YEARS							
Y1	03	Movers and Shakers	71430	4.02%	1864599	1.61%	250.5
Y1	08	Executive Suites	28584	1.61%	1060912	0.91%	176.2
Y1	11	God's Country	20171	1.14%	1689583	1.45%	78.1
Y1	12	Brite Lites, Li'l City	30861	1.74%	1836440	1.58%	109.9
Y1	19	Home Sweet Home	48034	2.70%	2120256	1.83%	148.2
Y1	25	Country Casuals	524	0.03%	1753196	1.51%	2.0
Y1	30	Suburban Sprawl	9851	0.55%	1521596	1.31%	42.3
Y1	37	Mayberry-ville	183	0.01%	2749917	2.37%	0.4
Y1		MIDLIFE SUCCESS	209638	11.80%	14596499	12.57%	93.9
Y2	04	Young Digerati	108025	6.08%	1403157	1.21%	503.5
Y2	16	Bohemian Mix	175327	9.87%	2049821	1.77%	559.3
Y2	22	Young Influentials	26945	1.52%	1701983	1.47%	103.5
Y2	23	Greenbelt Sports	2854	0.16%	1550095	1.33%	12.0
Y2	24	Up-and-Comers	20702	1.17%	1500105	1.29%	90.2
Y2	31	Urban Achievers	74199	4.18%	1790485	1.54%	271.0
Y2	35	Boomtown Singles	11407	0.64%	1610499	1.39%	46.3
Y2		YOUNG ACHEIVERS	419459	23.62%	11606145	9.99%	236.3
Y3	42	Red, White and Blues	364	0.02%	1250143	1.08%	1.9
Y3	44	New Beginnings	5796	0.33%	1802267	1.55%	21.0
Y3	45	Blue Highways	0	0.00%	1813275	1.56%	0.0
Y3	47	City Startups	4280	0.24%	1488786	1.28%	18.8
Y3	48	Young and Rustic	226	0.01%	2201477	1.90%	0.7
Y3	53	Mobility Blues	2220	0.13%	1501362	1.29%	9.7
Y3	56	Crossroad Villagers	5	0.00%	2408121	2.07%	0.0
Y3		STRIVING SINGLES	12891	0.73%	12465431	10.73%	6.8

PRIZM Lifestage Group Distribution 2010

Ice Skating Rink Feasibility Study

Radius 2: UNION COUNTY, 0.00 - 20.00 Miles, Total

Group	PRIZM		Area		US Base		
	Code	Name	Households	%	Households	%	Index
FAMILY LIFE							
F1	02	Blue Blood Estates	41929	2.36%	1131860	0.97%	242.3
F1	05	Country Squires	24545	1.38%	2005091	1.73%	80.1
F1	06	Winner's Circle	30598	1.72%	1261540	1.09%	158.6
F1		ACCUMULATED WEALTH	97072	5.47%	4398491	3.79%	144.3
F2	13	Upward Bound	26621	1.50%	1957492	1.69%	88.9
F2	17	Beltway Boomers	21873	1.23%	1120820	0.97%	127.6
F2	18	Kids and Cul-de-Sacs	25081	1.41%	1876131	1.62%	87.4
F2	20	Fast-Track Families	236	0.01%	1856956	1.60%	0.8
F2	29	American Dreams	113701	6.40%	2466519	2.12%	301.5
F2		YOUNG ACCUMULATORS	187512	10.56%	9277918	7.99%	132.2
F3	32	New Homesteaders	860	0.05%	2059595	1.77%	2.7
F3	33	Big Sky Families	3	0.00%	2137037	1.84%	0.0
F3	34	White Picket Fences	16179	0.91%	1537841	1.32%	68.8
F3	36	Blue-Chip Blues	8861	0.50%	1448410	1.25%	40.0
F3	50	Kid Country, USA	103	0.01%	1469685	1.27%	0.5
F3	51	Shotguns and Pickups	0	0.00%	1847075	1.59%	0.0
F3	52	Suburban Pioneers	1342	0.08%	1219638	1.05%	7.2
F3	54	Multi-Culti Mosaic	34539	1.94%	1940720	1.67%	116.4
F3		MAINSTREAM FAMILIES	61887	3.48%	13660001	11.76%	29.6
F4	63	Family Thrifts	11269	0.63%	2111146	1.82%	34.9
F4	64	Bedrock America	1	0.00%	2160499	1.86%	0.0
F4	65	Big City Blues	87411	4.92%	1299134	1.12%	440.0
F4	66	Low-Rise Living	58085	3.27%	1684347	1.45%	225.5
F4		SUSTAINING FAMILIES	156766	8.83%	7255126	6.25%	141.3

PRIZM Lifestage Group Distribution 2010

Ice Skating Rink Feasibility Study

Radius 2: UNION COUNTY, 0.00 - 20.00 Miles, Total

Group	PRIZM		Area		US Base		
	Code	Name	Households	%	Households	%	Index
MATURE YEARS							
M1	01	Upper Crust	60488	3.41%	1775171	1.53%	222.8
M1	07	Money and Brains	139459	7.85%	2281156	1.96%	399.8
M1	09	Big Fish, Small Pond	13526	0.76%	2492753	2.15%	35.5
M1	10	Second City Elite	17981	1.01%	1454335	1.25%	80.9
M1		AFFLUENT EMPTY NESTS	231454	13.03%	8003415	6.89%	189.1
M2	14	New Empty Nests	21800	1.23%	1243807	1.07%	114.6
M2	15	Pools and Patios	33421	1.88%	1524743	1.31%	143.3
M2	21	Gray Power	11553	0.65%	1078939	0.93%	70.0
M2	26	The Cosmopolitans	66225	3.73%	1326394	1.14%	326.5
M2	27	Middleburg Managers	20423	1.15%	2270917	1.96%	58.8
M2	28	Traditional Times	1063	0.06%	3278185	2.82%	2.1
M2		CONSERVATIVE CLASSICS	154485	8.70%	10722985	9.23%	94.2
M3	38	Simple Pleasures	394	0.02%	2749769	2.37%	0.9
M3	39	Domestic Duos	8713	0.49%	1406256	1.21%	40.5
M3	40	Close-In Couples	65347	3.68%	1324822	1.14%	322.6
M3	41	Sunset City Blues	5335	0.30%	2071984	1.78%	16.8
M3	43	Heartlanders	104	0.01%	2291305	1.97%	0.3
M3	46	Old Glories	4710	0.27%	1139485	0.98%	27.0
M3	49	American Classics	4437	0.25%	1195760	1.03%	24.3
M3		CAUTIOUS COUPLES	89040	5.01%	12179381	10.49%	47.8
M4	55	Golden Ponds	721	0.04%	1966235	1.69%	2.4
M4	57	Old Milltowns	37	0.00%	1834700	1.58%	0.1
M4	58	Back Country Folks	0	0.00%	2610539	2.25%	0.0
M4	59	Urban Elders	124164	6.99%	1531800	1.32%	530.1
M4	60	Park Bench Seniors	6773	0.38%	1327760	1.14%	33.4
M4	61	City Roots	23070	1.30%	1315931	1.13%	114.6
M4	62	Hometown Retired	938	0.05%	1384260	1.19%	4.4
M4		SUSTAINING SENIORS	155703	8.77%	11971225	10.31%	85.1
Totals			1775907	100.00%	116136617	100.00%	100.0



PRIZM Lifestage Group Distribution 2010

Ice Skating Rink Feasibility Study

Radius 3: UNION COUNTY, 0.00 - 30.00 Miles, Total

Group	PRIZM		Area		US Base		
	Code	Name	Households	%	Households	%	Index
YOUNGER YEARS							
Y1	03	Movers and Shakers	105813	2.28%	1864599	1.61%	141.7
Y1	08	Executive Suites	39746	0.85%	1060912	0.91%	93.5
Y1	11	God's Country	56417	1.21%	1689583	1.45%	83.4
Y1	12	Brite Lites, Li'l City	50418	1.08%	1836440	1.58%	68.6
Y1	19	Home Sweet Home	67626	1.45%	2120256	1.83%	79.6
Y1	25	Country Casuals	4754	0.10%	1753196	1.51%	6.8
Y1	30	Suburban Sprawl	15269	0.33%	1521596	1.31%	25.1
Y1	37	Mayberry-ville	1279	0.03%	2749917	2.37%	1.2
Y1		MIDLIFE SUCCESS	341322	7.34%	14596499	12.57%	58.4
Y2	04	Young Digerati	320996	6.90%	1403157	1.21%	571.2
Y2	16	Bohemian Mix	577294	12.41%	2049821	1.77%	703.2
Y2	22	Young Influentials	37427	0.80%	1701983	1.47%	54.9
Y2	23	Greenbelt Sports	12366	0.27%	1550095	1.33%	19.9
Y2	24	Up-and-Comers	31421	0.68%	1500105	1.29%	52.3
Y2	31	Urban Achievers	211967	4.56%	1790485	1.54%	295.6
Y2	35	Boomtown Singles	16576	0.36%	1610499	1.39%	25.7
Y2		YOUNG ACHEIVERS	1208047	25.97%	11606145	9.99%	259.9
Y3	42	Red, White and Blues	1498	0.03%	1250143	1.08%	3.0
Y3	44	New Beginnings	10458	0.22%	1802267	1.55%	14.5
Y3	45	Blue Highways	1	0.00%	1813275	1.56%	0.0
Y3	47	City Startups	5909	0.13%	1488786	1.28%	9.9
Y3	48	Young and Rustic	4462	0.10%	2201477	1.90%	5.1
Y3	53	Mobility Blues	3633	0.08%	1501362	1.29%	6.0
Y3	56	Crossroad Villagers	152	0.00%	2408121	2.07%	0.2
Y3		STRIVING SINGLES	26113	0.56%	12465431	10.73%	5.2

PRIZM Lifestage Group Distribution 2010

Ice Skating Rink Feasibility Study

Radius 3: UNION COUNTY, 0.00 - 30.00 Miles, Total

Group	PRIZM		Area		US Base		
	Code	Name	Households	%	Households	%	Index
FAMILY LIFE							
F1	02	Blue Blood Estates	67901	1.46%	1131860	0.97%	149.8
F1	05	Country Squires	65983	1.42%	2005091	1.73%	82.2
F1	06	Winner's Circle	47302	1.02%	1261540	1.09%	93.6
F1		ACCUMULATED WEALTH	181186	3.90%	4398491	3.79%	102.9
F2	13	Upward Bound	38236	0.82%	1957492	1.69%	48.8
F2	17	Beltway Boomers	32845	0.71%	1120820	0.97%	73.2
F2	18	Kids and Cul-de-Sacs	33878	0.73%	1876131	1.62%	45.1
F2	20	Fast-Track Families	2324	0.05%	1856956	1.60%	3.1
F2	29	American Dreams	333350	7.17%	2466519	2.12%	337.5
F2		YOUNG ACCUMULATORS	440633	9.47%	9277918	7.99%	118.6
F3	32	New Homesteaders	3859	0.08%	2059595	1.77%	4.7
F3	33	Big Sky Families	89	0.00%	2137037	1.84%	0.1
F3	34	White Picket Fences	21628	0.47%	1537841	1.32%	35.1
F3	36	Blue-Chip Blues	12014	0.26%	1448410	1.25%	20.7
F3	50	Kid Country, USA	1111	0.02%	1469685	1.27%	1.9
F3	51	Shotguns and Pickups	181	0.00%	1847075	1.59%	0.2
F3	52	Suburban Pioneers	2892	0.06%	1219638	1.05%	5.9
F3	54	Multi-Culti Mosaic	73842	1.59%	1940720	1.67%	95.0
F3		MAINSTREAM FAMILIES	115616	2.49%	13660001	11.76%	21.1
F4	63	Family Thrifts	15879	0.34%	2111146	1.82%	18.8
F4	64	Bedrock America	428	0.01%	2160499	1.86%	0.5
F4	65	Big City Blues	272433	5.86%	1299134	1.12%	523.6
F4	66	Low-Rise Living	342393	7.36%	1684347	1.45%	507.6
F4		SUSTAINING FAMILIES	631133	13.57%	7255126	6.25%	217.2

PRIZM Lifestage Group Distribution 2010

Ice Skating Rink Feasibility Study

Radius 3: UNION COUNTY, 0.00 - 30.00 Miles, Total

Group	PRIZM		Area		US Base		
	Code	Name	Households	%	Households	%	Index
MATURE YEARS							
M1	01	Upper Crust	94459	2.03%	1775171	1.53%	132.9
M1	07	Money and Brains	401145	8.62%	2281156	1.96%	439.1
M1	09	Big Fish, Small Pond	32989	0.71%	2492753	2.15%	33.0
M1	10	Second City Elite	33734	0.73%	1454335	1.25%	57.9
M1		AFFLUENT EMPTY NESTS	562327	12.09%	8003415	6.89%	175.4
M2	14	New Empty Nests	35832	0.77%	1243807	1.07%	71.9
M2	15	Pools and Patios	52039	1.12%	1524743	1.31%	85.2
M2	21	Gray Power	22756	0.49%	1078939	0.93%	52.7
M2	26	The Cosmopolitans	182596	3.93%	1326394	1.14%	343.7
M2	27	Middleburg Managers	32380	0.70%	2270917	1.96%	35.6
M2	28	Traditional Times	4600	0.10%	3278185	2.82%	3.5
M2		CONSERVATIVE CLASSICS	330203	7.10%	10722985	9.23%	76.9
M3	38	Simple Pleasures	1850	0.04%	2749769	2.37%	1.7
M3	39	Domestic Duos	12337	0.27%	1406256	1.21%	21.9
M3	40	Close-In Couples	156332	3.36%	1324822	1.14%	294.7
M3	41	Sunset City Blues	10021	0.22%	2071984	1.78%	12.1
M3	43	Heartlanders	849	0.02%	2291305	1.97%	0.9
M3	46	Old Glories	8615	0.19%	1139485	0.98%	18.9
M3	49	American Classics	8072	0.17%	1195760	1.03%	16.9
M3		CAUTIOUS COUPLES	198076	4.26%	12179381	10.49%	40.6
M4	55	Golden Ponds	1639	0.04%	1966235	1.69%	2.1
M4	57	Old Milltowns	552	0.01%	1834700	1.58%	0.8
M4	58	Back Country Folks	0	0.00%	2610539	2.25%	0.0
M4	59	Urban Elders	546023	11.74%	1531800	1.32%	890.1
M4	60	Park Bench Seniors	13859	0.30%	1327760	1.14%	26.1
M4	61	City Roots	51698	1.11%	1315931	1.13%	98.1
M4	62	Hometown Retired	2643	0.06%	1384260	1.19%	4.8
M4		SUSTAINING SENIORS	616414	13.25%	11971225	10.31%	128.6
Totals			4651070	100.00%	116136617	100.00%	100.0

The "Index" is defined as the ratio of the percent of Households for the segment in the report's geographic area compared to the percent of Households in the U.S. for the segment, times 100.

PRIZM Lifestage Group Distribution 2010

Ice Skating Rink Feasibility Study

Appendix: Area Listing

Area Name: UNION COUNTY

Type: Radius 1

Reporting Detail: Aggregate

Reporting Level: Block Group

Radius Definition:

136 OAK RIDGE RD
CLARK, NJ 07066-2762

Latitude/Longitude 40.607156 -74.343030
Radius 0.00 - 10.00

Area Name: UNION COUNTY

Type: Radius 2

Reporting Detail: Aggregate

Reporting Level: Block Group

Radius Definition:

136 OAK RIDGE RD
CLARK, NJ 07066-2762

Latitude/Longitude 40.607156 -74.343030
Radius 0.00 - 20.00

Area Name: UNION COUNTY

Type: Radius 3

Reporting Detail: Aggregate

Reporting Level: Block Group

Radius Definition:

136 OAK RIDGE RD
CLARK, NJ 07066-2762

Latitude/Longitude 40.607156 -74.343030
Radius 0.00 - 30.00

Project Information:

Site: 1

Order Number: 969566640



PRIZM Social Group Distribution 2010

Ice Skating Rink Feasibility Study

Radius 1: UNION COUNTY, 0.00 - 10.00 Miles, Total

Group	PRIZM		Area		US Base		
	Code	Name	Households	%	Households	%	Index
URBAN							
U1	04	Young Digerati	9317	2.09%	1403157	1.21%	173.1
U1	07	Money and Brains	30757	6.90%	2281156	1.96%	351.4
U1	16	Bohemian Mix	16573	3.72%	2049821	1.77%	210.7
U1	26	The Cosmopolitans	11670	2.62%	1326394	1.14%	229.3
U1	29	American Dreams	25261	5.67%	2466519	2.12%	266.9
U1		URBAN UPTOWN	93578	21.00%	9527047	8.20%	256.0
U2	31	Urban Achievers	6613	1.48%	1790485	1.54%	96.3
U2	40	Close-In Couples	7979	1.79%	1324822	1.14%	157.0
U2	54	Multi-Culti Mosaic	4698	1.05%	1940720	1.67%	63.1
U2		MIDTOWN MIX	19290	4.33%	5056027	4.35%	99.4
U3	59	Urban Elders	9994	2.24%	1531800	1.32%	170.0
U3	61	City Roots	1574	0.35%	1315931	1.13%	31.2
U3	65	Big City Blues	14952	3.36%	1299134	1.12%	299.9
U3	66	Low-Rise Living	5247	1.18%	1684347	1.45%	81.2
U3		URBAN CORES	31767	7.13%	5831212	5.02%	142.0

PRIZM Social Group Distribution 2010

Ice Skating Rink Feasibility Study

Radius 1: UNION COUNTY, 0.00 - 10.00 Miles, Total

Group	PRIZM		Area		US Base		
	Code	Name	Households	%	Households	%	Index
SECOND CITIES							
C1	10	Second City Elite	8579	1.93%	1454335	1.25%	153.7
C1	12	Brite Lites, Li'l City	17322	3.89%	1836440	1.58%	245.8
C1	13	Upward Bound	17909	4.02%	1957492	1.69%	238.4
C1		SECOND CITY SOCIETY	43810	9.83%	5248267	4.52%	217.6
C2	24	Up-and-Comers	10972	2.46%	1500105	1.29%	190.6
C2	27	Middleburg Managers	10023	2.25%	2270917	1.96%	115.0
C2	34	White Picket Fences	11231	2.52%	1537841	1.32%	190.3
C2	35	Boomtown Singles	4644	1.04%	1610499	1.39%	75.2
C2	41	Sunset City Blues	1961	0.44%	2071984	1.78%	24.7
C2		CITY CENTERS	38831	8.71%	8991346	7.74%	112.6
C3	47	City Startups	2992	0.67%	1488786	1.28%	52.4
C3	53	Mobility Blues	624	0.14%	1501362	1.29%	10.8
C3	60	Park Bench Seniors	3456	0.78%	1327760	1.14%	67.8
C3	62	Hometown Retired	573	0.13%	1384260	1.19%	10.8
C3	63	Family Thrifts	7822	1.76%	2111146	1.82%	96.6
C3		MICRO-CITY BLUES	15467	3.47%	7813314	6.73%	51.6

PRIZM Social Group Distribution 2010

Ice Skating Rink Feasibility Study

Radius 1: UNION COUNTY, 0.00 - 10.00 Miles, Total

Group	PRIZM		Area		US Base		
	Code	Name	Households	%	Households	%	Index
SUBURBS							
S1	01	Upper Crust	23233	5.21%	1775171	1.53%	341.1
S1	02	Blue Blood Estates	17390	3.90%	1131860	0.97%	400.4
S1	03	Movers and Shakers	28814	6.47%	1864599	1.61%	402.7
S1	06	Winner's Circle	11875	2.66%	1261540	1.09%	245.3
S1		ELITE SUBURBS	81312	18.25%	6033170	5.19%	351.2
S2	08	Executive Suites	11000	2.47%	1060912	0.91%	270.2
S2	14	New Empty Nests	8623	1.94%	1243807	1.07%	180.7
S2	15	Pools and Patios	14906	3.34%	1524743	1.31%	254.8
S2	17	Beltway Boomers	10435	2.34%	1120820	0.97%	242.6
S2	18	Kids and Cul-de-Sacs	12771	2.87%	1876131	1.62%	177.4
S2	19	Home Sweet Home	23511	5.28%	2120256	1.83%	289.0
S2		THE AFFLUENTIALS	81246	18.23%	8946669	7.70%	236.7
S3	21	Gray Power	4797	1.08%	1078939	0.93%	115.9
S3	22	Young Influentials	11924	2.68%	1701983	1.47%	182.6
S3	30	Suburban Sprawl	4684	1.05%	1521596	1.31%	80.2
S3	36	Blue-Chip Blues	4576	1.03%	1448410	1.25%	82.3
S3	39	Domestic Duos	4759	1.07%	1406256	1.21%	88.2
S3		MIDDLEBURBS	30740	6.90%	7157184	6.16%	111.9
S4	44	New Beginnings	1577	0.35%	1802267	1.55%	22.8
S4	46	Old Glories	2142	0.48%	1139485	0.98%	49.0
S4	49	American Classics	323	0.07%	1195760	1.03%	7.0
S4	52	Suburban Pioneers	636	0.14%	1219638	1.05%	13.6
S4		INNER SUBURBS	4678	1.05%	5357150	4.61%	22.8

PRIZM Social Group Distribution 2010

Ice Skating Rink Feasibility Study

Radius 1: UNION COUNTY, 0.00 - 10.00 Miles, Total

Group	PRIZM		Area		US Base		
	Code	Name	Households	%	Households	%	Index
TOWN AND RURAL							
T1	05	Country Squires	1610	0.36%	2005091	1.73%	20.9
T1	09	Big Fish, Small Pond	1121	0.25%	2492753	2.15%	11.7
T1	11	God's Country	1596	0.36%	1689583	1.45%	24.6
T1	20	Fast-Track Families	68	0.02%	1856956	1.60%	1.0
T1	25	Country Casuals	92	0.02%	1753196	1.51%	1.4
T1		LANDED GENTRY	4487	1.01%	9797579	8.44%	11.9
T2	23	Greenbelt Sports	149	0.03%	1550095	1.33%	2.5
T2	28	Traditional Times	116	0.03%	3278185	2.82%	0.9
T2	32	New Homesteaders	69	0.02%	2059595	1.77%	0.9
T2	33	Big Sky Families	0	0.00%	2137037	1.84%	0.0
T2	37	Mayberry-ville	0	0.00%	2749917	2.37%	0.0
T2		COUNTRY COMFORT	334	0.07%	11774829	10.14%	0.7
T3	38	Simple Pleasures	6	0.00%	2749769	2.37%	0.1
T3	42	Red, White and Blues	11	0.00%	1250143	1.08%	0.2
T3	43	Heartlanders	18	0.00%	2291305	1.97%	0.2
T3	45	Blue Highways	0	0.00%	1813275	1.56%	0.0
T3	50	Kid Country, USA	2	0.00%	1469685	1.27%	0.0
T3	51	Shotguns and Pickups	0	0.00%	1847075	1.59%	0.0
T3		MIDDLE AMERICA	37	0.01%	11421252	9.83%	0.1
T4	48	Young and Rustic	38	0.01%	2201477	1.90%	0.4
T4	55	Golden Ponds	0	0.00%	1966235	1.69%	0.0
T4	56	Crossroads Villagers	0	0.00%	2408121	2.07%	0.0
T4	57	Old Milltowns	3	0.00%	1834700	1.58%	0.0
T4	58	Back Country Folks	0	0.00%	2610539	2.25%	0.0
T4	64	Bedrock America	0	0.00%	2160499	1.86%	0.0
T4		RUSTIC LIVING	41	0.01%	13181571	11.35%	0.1
Totals			445618	100.00%	116136617	100.00%	100.0

PRIZM Social Group Distribution 2010

Ice Skating Rink Feasibility Study

Radius 2: UNION COUNTY, 0.00 - 20.00 Miles, Total

Group	PRIZM		Area		US Base		
	Code	Name	Households	%	Households	%	Index
URBAN							
U1	04	Young Digerati	108025	6.08%	1403157	1.21%	503.5
U1	07	Money and Brains	139459	7.85%	2281156	1.96%	399.8
U1	16	Bohemian Mix	175327	9.87%	2049821	1.77%	559.3
U1	26	The Cosmopolitans	66225	3.73%	1326394	1.14%	326.5
U1	29	American Dreams	113701	6.40%	2466519	2.12%	301.5
U1		URBAN UPTOWN	602737	33.94%	9527047	8.20%	413.7
U2	31	Urban Achievers	74199	4.18%	1790485	1.54%	271.0
U2	40	Close-In Couples	65347	3.68%	1324822	1.14%	322.6
U2	54	Multi-Culti Mosaic	34539	1.94%	1940720	1.67%	116.4
U2		MIDTOWN MIX	174085	9.80%	5056027	4.35%	225.2
U3	59	Urban Elders	124164	6.99%	1531800	1.32%	530.1
U3	61	City Roots	23070	1.30%	1315931	1.13%	114.6
U3	65	Big City Blues	87411	4.92%	1299134	1.12%	440.0
U3	66	Low-Rise Living	58085	3.27%	1684347	1.45%	225.5
U3		URBAN CORES	292730	16.48%	5831212	5.02%	328.3

PRIZM Social Group Distribution 2010

Ice Skating Rink Feasibility Study

Radius 2: UNION COUNTY, 0.00 - 20.00 Miles, Total

Group	PRIZM		Area		US Base		
	Code	Name	Households	%	Households	%	Index
SECOND CITIES							
C1	10	Second City Elite	17981	1.01%	1454335	1.25%	80.9
C1	12	Brite Lites, L'I City	30861	1.74%	1836440	1.58%	109.9
C1	13	Upward Bound	26621	1.50%	1957492	1.69%	88.9
C1		SECOND CITY SOCIETY	75463	4.25%	5248267	4.52%	94.0
C2	24	Up-and-Comers	20702	1.17%	1500105	1.29%	90.2
C2	27	Middleburg Managers	20423	1.15%	2270917	1.96%	58.8
C2	34	White Picket Fences	16179	0.91%	1537841	1.32%	68.8
C2	35	Boomtown Singles	11407	0.64%	1610499	1.39%	46.3
C2	41	Sunset City Blues	5335	0.30%	2071984	1.78%	16.8
C2		CITY CENTERS	74046	4.17%	8991346	7.74%	53.9
C3	47	City Startups	4280	0.24%	1488786	1.28%	18.8
C3	53	Mobility Blues	2220	0.13%	1501362	1.29%	9.7
C3	60	Park Bench Seniors	6773	0.38%	1327760	1.14%	33.4
C3	62	Hometown Retired	938	0.05%	1384260	1.19%	4.4
C3	63	Family Thrifts	11269	0.63%	2111146	1.82%	34.9
C3		MICRO-CITY BLUES	25480	1.43%	7813314	6.73%	21.3

PRIZM Social Group Distribution 2010

Ice Skating Rink Feasibility Study

Radius 2: UNION COUNTY, 0.00 - 20.00 Miles, Total

Group	PRIZM		Area		US Base		
	Code	Name	Households	%	Households	%	Index
SUBURBS							
S1	01	Upper Crust	60488	3.41%	1775171	1.53%	222.8
S1	02	Blue Blood Estates	41929	2.36%	1131860	0.97%	242.3
S1	03	Movers and Shakers	71430	4.02%	1864599	1.61%	250.5
S1	06	Winner's Circle	30598	1.72%	1261540	1.09%	158.6
S1		ELITE SUBURBS	204445	11.51%	6033170	5.19%	221.6
S2	08	Executive Suites	28584	1.61%	1060912	0.91%	176.2
S2	14	New Empty Nests	21800	1.23%	1243807	1.07%	114.6
S2	15	Pools and Patios	33421	1.88%	1524743	1.31%	143.3
S2	17	Beltway Boomers	21873	1.23%	1120820	0.97%	127.6
S2	18	Kids and Cul-de-Sacs	25081	1.41%	1876131	1.62%	87.4
S2	19	Home Sweet Home	48034	2.70%	2120256	1.83%	148.2
S2		THE AFFLUENTIALS	178793	10.07%	8946669	7.70%	130.7
S3	21	Gray Power	11553	0.65%	1078939	0.93%	70.0
S3	22	Young Influentials	26945	1.52%	1701983	1.47%	103.5
S3	30	Suburban Sprawl	9851	0.55%	1521596	1.31%	42.3
S3	36	Blue-Chip Blues	8861	0.50%	1448410	1.25%	40.0
S3	39	Domestic Duos	8713	0.49%	1406256	1.21%	40.5
S3		MIDDLEBURBS	65923	3.71%	7157184	6.16%	60.2
S4	44	New Beginnings	5796	0.33%	1802267	1.55%	21.0
S4	46	Old Glories	4710	0.27%	1139485	0.98%	27.0
S4	49	American Classics	4437	0.25%	1195760	1.03%	24.3
S4	52	Suburban Pioneers	1342	0.08%	1219638	1.05%	7.2
S4		INNER SUBURBS	16285	0.92%	5357150	4.61%	19.9

PRIZM Social Group Distribution 2010

Ice Skating Rink Feasibility Study

Radius 2: UNION COUNTY, 0.00 - 20.00 Miles, Total

Group	PRIZM		Area		US Base		
	Code	Name	Households	%	Households	%	Index
TOWN AND RURAL							
T1	05	Country Squires	24545	1.38%	2005091	1.73%	80.1
T1	09	Big Fish, Small Pond	13526	0.76%	2492753	2.15%	35.5
T1	11	God's Country	20171	1.14%	1689583	1.45%	78.1
T1	20	Fast-Track Families	236	0.01%	1856956	1.60%	0.8
T1	25	Country Casuals	524	0.03%	1753196	1.51%	2.0
T1		LANDED GENTRY	59002	3.32%	9797579	8.44%	39.4
T2	23	Greenbelt Sports	2854	0.16%	1550095	1.33%	12.0
T2	28	Traditional Times	1063	0.06%	3278185	2.82%	2.1
T2	32	New Homesteaders	860	0.05%	2059595	1.77%	2.7
T2	33	Big Sky Families	3	0.00%	2137037	1.84%	0.0
T2	37	Mayberry-ville	183	0.01%	2749917	2.37%	0.4
T2		COUNTRY COMFORT	4963	0.28%	11774829	10.14%	2.8
T3	38	Simple Pleasures	394	0.02%	2749769	2.37%	0.9
T3	42	Red, White and Blues	364	0.02%	1250143	1.08%	1.9
T3	43	Heartlanders	104	0.01%	2291305	1.97%	0.3
T3	45	Blue Highways	0	0.00%	1813275	1.56%	0.0
T3	50	Kid Country, USA	103	0.01%	1469685	1.27%	0.5
T3	51	Shotguns and Pickups	0	0.00%	1847075	1.59%	0.0
T3		MIDDLE AMERICA	965	0.05%	11421252	9.83%	0.6
T4	48	Young and Rustic	226	0.01%	2201477	1.90%	0.7
T4	55	Golden Ponds	721	0.04%	1966235	1.69%	2.4
T4	56	Crossroads Villagers	5	0.00%	2408121	2.07%	0.0
T4	57	Old Milltowns	37	0.00%	1834700	1.58%	0.1
T4	58	Back Country Folks	0	0.00%	2610539	2.25%	0.0
T4	64	Bedrock America	1	0.00%	2160499	1.86%	0.0
T4		RUSTIC LIVING	990	0.06%	13181571	11.35%	0.5
Totals			1775907	100.00%	116136617	100.00%	100.0



PRIZM Social Group Distribution 2010

Ice Skating Rink Feasibility Study

Radius 3: UNION COUNTY, 0.00 - 30.00 Miles, Total

Group	PRIZM		Area		US Base		
	Code	Name	Households	%	Households	%	Index
URBAN							
U1	04	Young Digerati	320996	6.90%	1403157	1.21%	571.2
U1	07	Money and Brains	401145	8.62%	2281156	1.96%	439.1
U1	16	Bohemian Mix	577294	12.41%	2049821	1.77%	703.2
U1	26	The Cosmopolitans	182596	3.93%	1326394	1.14%	343.7
U1	29	American Dreams	333350	7.17%	2466519	2.12%	337.5
U1		URBAN UPTOWN	1815381	39.03%	9527047	8.20%	475.8
U2	31	Urban Achievers	211967	4.56%	1790485	1.54%	295.6
U2	40	Close-In Couples	156332	3.36%	1324822	1.14%	294.7
U2	54	Multi-Culti Mosaic	73842	1.59%	1940720	1.67%	95.0
U2		MIDTOWN MIX	442141	9.51%	5056027	4.35%	218.4
U3	59	Urban Elders	546023	11.74%	1531800	1.32%	890.1
U3	61	City Roots	51698	1.11%	1315931	1.13%	98.1
U3	65	Big City Blues	272433	5.86%	1299134	1.12%	523.6
U3	66	Low-Rise Living	342393	7.36%	1684347	1.45%	507.6
U3		URBAN CORES	1212547	26.07%	5831212	5.02%	519.2

PRIZM Social Group Distribution 2010

Ice Skating Rink Feasibility Study

Radius 3: UNION COUNTY, 0.00 - 30.00 Miles, Total

Group	PRIZM		Area		US Base		
	Code	Name	Households	%	Households	%	Index
SECOND CITIES							
C1	10	Second City Elite	33734	0.73%	1454335	1.25%	57.9
C1	12	Brite Lites, Li'l City	50418	1.08%	1836440	1.58%	68.6
C1	13	Upward Bound	38236	0.82%	1957492	1.69%	48.8
C1		SECOND CITY SOCIETY	122388	2.63%	5248267	4.52%	58.2
C2	24	Up-and-Comers	31421	0.68%	1500105	1.29%	52.3
C2	27	Middleburg Managers	32380	0.70%	2270917	1.96%	35.6
C2	34	White Picket Fences	21628	0.47%	1537841	1.32%	35.1
C2	35	Boomtown Singles	16576	0.36%	1610499	1.39%	25.7
C2	41	Sunset City Blues	10021	0.22%	2071984	1.78%	12.1
C2		CITY CENTERS	112026	2.41%	8991346	7.74%	31.1
C3	47	City Startups	5909	0.13%	1488786	1.28%	9.9
C3	53	Mobility Blues	3633	0.08%	1501362	1.29%	6.0
C3	60	Park Bench Seniors	13859	0.30%	1327760	1.14%	26.1
C3	62	Hometown Retired	2643	0.06%	1384260	1.19%	4.8
C3	63	Family Thrifts	15879	0.34%	2111146	1.82%	18.8
C3		MICRO-CITY BLUES	41923	0.90%	7813314	6.73%	13.4

PRIZM Social Group Distribution 2010

Ice Skating Rink Feasibility Study

Radius 3: UNION COUNTY, 0.00 - 30.00 Miles, Total

Group	PRIZM		Area		US Base		
	Code	Name	Households	%	Households	%	Index
SUBURBS							
S1	01	Upper Crust	94459	2.03%	1775171	1.53%	132.9
S1	02	Blue Blood Estates	67901	1.46%	1131860	0.97%	149.8
S1	03	Movers and Shakers	105813	2.28%	1864599	1.61%	141.7
S1	06	Winner's Circle	47302	1.02%	1261540	1.09%	93.6
S1		ELITE SUBURBS	315475	6.78%	6033170	5.19%	130.6
S2	08	Executive Suites	39746	0.85%	1060912	0.91%	93.5
S2	14	New Empty Nests	35832	0.77%	1243807	1.07%	71.9
S2	15	Pools and Patios	52039	1.12%	1524743	1.31%	85.2
S2	17	Beltway Boomers	32845	0.71%	1120820	0.97%	73.2
S2	18	Kids and Cul-de-Sacs	33878	0.73%	1876131	1.62%	45.1
S2	19	Home Sweet Home	67626	1.45%	2120256	1.83%	79.6
S2		THE AFFLUENTIALS	261966	5.63%	8946669	7.70%	73.1
S3	21	Gray Power	22756	0.49%	1078939	0.93%	52.7
S3	22	Young Influentials	37427	0.80%	1701983	1.47%	54.9
S3	30	Suburban Sprawl	15269	0.33%	1521596	1.31%	25.1
S3	36	Blue-Chip Blues	12014	0.26%	1448410	1.25%	20.7
S3	39	Domestic Duos	12337	0.27%	1406256	1.21%	21.9
S3		MIDDLEBURBS	99803	2.15%	7157184	6.16%	34.8
S4	44	New Beginnings	10458	0.22%	1802267	1.55%	14.5
S4	46	Old Glories	8615	0.19%	1139485	0.98%	18.9
S4	49	American Classics	8072	0.17%	1195760	1.03%	16.9
S4	52	Suburban Pioneers	2892	0.06%	1219638	1.05%	5.9
S4		INNER SUBURBS	30037	0.65%	5357150	4.61%	14.0

PRIZM Social Group Distribution 2010

Ice Skating Rink Feasibility Study

Radius 3: UNION COUNTY, 0.00 - 30.00 Miles, Total

Group	PRIZM		Area		US Base		
	Code	Name	Households	%	Households	%	Index
TOWN AND RURAL							
T1	05	Country Squires	65983	1.42%	2005091	1.73%	82.2
T1	09	Big Fish, Small Pond	32989	0.71%	2492753	2.15%	33.0
T1	11	God's Country	56417	1.21%	1689583	1.45%	83.4
T1	20	Fast-Track Families	2324	0.05%	1856956	1.60%	3.1
T1	25	Country Casuals	4754	0.10%	1753196	1.51%	6.8
T1		LANDED GENTRY	162467	3.49%	9797579	8.44%	41.4
T2	23	Greenbelt Sports	12366	0.27%	1550095	1.33%	19.9
T2	28	Traditional Times	4600	0.10%	3278185	2.82%	3.5
T2	32	New Homesteaders	3859	0.08%	2059595	1.77%	4.7
T2	33	Big Sky Families	89	0.00%	2137037	1.84%	0.1
T2	37	Mayberry-ville	1279	0.03%	2749917	2.37%	1.2
T2		COUNTRY COMFORT	22193	0.48%	11774829	10.14%	4.7
T3	38	Simple Pleasures	1850	0.04%	2749769	2.37%	1.7
T3	42	Red, White and Blues	1498	0.03%	1250143	1.08%	3.0
T3	43	Heartlanders	849	0.02%	2291305	1.97%	0.9
T3	45	Blue Highways	1	0.00%	1813275	1.56%	0.0
T3	50	Kid Country, USA	1111	0.02%	1469685	1.27%	1.9
T3	51	Shotguns and Pickups	181	0.00%	1847075	1.59%	0.2
T3		MIDDLE AMERICA	5490	0.12%	11421252	9.83%	1.2
T4	48	Young and Rustic	4462	0.10%	2201477	1.90%	5.1
T4	55	Golden Ponds	1639	0.04%	1966235	1.69%	2.1
T4	56	Crossroads Villagers	152	0.00%	2408121	2.07%	0.2
T4	57	Old Milltowns	552	0.01%	1834700	1.58%	0.8
T4	58	Back Country Folks	0	0.00%	2610539	2.25%	0.0
T4	64	Bedrock America	428	0.01%	2160499	1.86%	0.5
T4		RUSTIC LIVING	7233	0.16%	13181571	11.35%	1.4
Totals			4651070	100.00%	116136617	100.00%	100.0

The "Index" is defined as the ratio of the percent of Households for the segment in the report's geographic area compared to the percent of Households in the U.S. for the segment, times 100.



PRIZM Social Group Distribution 2010

Ice Skating Rink Feasibility Study

Appendix: Area Listing

Area Name: UNION COUNTY

Type: Radius 1

Reporting Detail: Aggregate

Reporting Level: Block Group

Radius Definition:

136 OAK RIDGE RD
CLARK, NJ 07066-2762

Latitude/Longitude 40.607156 -74.343030
Radius 0.00 - 10.00

Area Name: UNION COUNTY

Type: Radius 2

Reporting Detail: Aggregate

Reporting Level: Block Group

Radius Definition:

136 OAK RIDGE RD
CLARK, NJ 07066-2762

Latitude/Longitude 40.607156 -74.343030
Radius 0.00 - 20.00

Area Name: UNION COUNTY

Type: Radius 3

Reporting Detail: Aggregate

Reporting Level: Block Group

Radius Definition:

136 OAK RIDGE RD
CLARK, NJ 07066-2762

Latitude/Longitude 40.607156 -74.343030
Radius 0.00 - 30.00

Project Information:

Site: 1

Order Number: 969566640

