

DEMOGRAPHIC FACTS

MARKET AREA	5 MILES	10 MILES	15 MILES
POPULATION	76,381	293,493	972,646
AVERAGE HH INCOME	\$171,800	\$139,609	\$107,285
MEDIAN HOME VALUE	\$633,107	\$481,246	\$370,033
EDUCATION LEVEL (ASSOCIATES DEGREE OR HIGHER)	68.5%	60.8%	44.3%

PRINCETON UNIVERSITY

- * 700 FACULTY MEMBERS
- * 4,700 UNDERGRADUATE STUDENTS
- * 2,000 GRADUATE STUDENTS
- * LOCATED 4 MILES AWAY
- * MERCER COUNTY'S LARGEST PRIVATE EMPLOYER
- * DRAWS OVER 550,000 VISITORS ANNUALLY
- * GENERATES \$2 BILLION IN ECONOMIC REVENUE

DAYTIME POPULATION

TOP EMPLOYERS

- * BRISTOL MYERS SQUIBB
- * MERILL LYNCH & CO.
- * DOW JONES & CO.
- * JOHNSON & JOHNSON
- * SARNOFF CORPORATION
- * FMC CORPORATION
- * MCMASTER CARR SUPPLY
- * RECKITT & BENCKISER
- * FIRMENICH, INC.
- * WYETH AYERST RESEARCH

OVER 153,000 EMPLOYEES WITHIN
10 MILES OF THE PROPERTY