

TABLE 36
EFFECTIVE BUYING INCOME (EBI):
NEW JERSEY: 1996

	TOTAL EBI (\$000)	MEDIAN HSLD. EBI	PERCENT OF HOUSEHOLDS BY EBI GROUP			BUYING POWER INDEX
			\$20,000-\$34,999	\$35,000-\$49,999	\$50,000 & Over	
Atlantic	3,418,355	32,135	25.0	20.0	25.4	0.0917
Bergen	18,840,360	47,908	17.1	18.0	47.4	0.4278
Burlington	7,341,632	44,967	20.1	21.2	43.0	0.1743
Camden	8,049,714	37,788	21.5	20.0	34.0	0.1898
Cape May	1,550,341	31,757	25.2	18.6	26.1	0.0414
Cumberland	1,794,850	31,943	23.5	19.3	26.0	0.0473
Essex	13,768,140	37,476	19.2	15.6	37.2	0.2920
Gloucester	3,700,926	39,978	21.2	22.1	35.5	0.0957
Hudson	8,061,630	32,441	22.3	18.1	28.2	0.1975
Hunterdon	2,813,640	59,055	12.7	15.2	61.6	0.0607
Mercer	6,591,554	45,505	18.5	17.3	44.9	0.1463
Middlesex	13,038,412	47,039	18.0	19.9	46.0	0.3081
Monmouth	11,490,131	45,856	17.8	18.5	45.0	0.2642
Morris	10,524,600	54,728	15.0	17.4	56.4	0.2298
Ocean	7,393,203	34,712	23.3	19.0	30.6	0.1806
Passaic	6,949,885	37,188	21.1	19.1	33.9	0.1833
Salem	1,019,275	38,123	20.5	20.1	34.3	0.0228
Somerset	6,782,831	57,868	13.9	16.2	59.5	0.1429
Sussex	2,550,104	49,052	16.8	20.8	48.7	0.0557
Union	9,391,768	42,474	19.4	18.2	41.0	0.2101
Warren	1,531,956	38,441	21.8	22.0	32.9	0.0364

Source: Sales & Marketing Management Estimates 1996