

Market Profile

Morris County, NJ 6
Morris County, NJ (34027)
Geography: County

Prepared by MCEDC

	Morris County...
Population Summary	
2000 Total Population	470,226
2010 Total Population	492,276
2017 Total Population	505,067
2017 Group Quarters	8,772
2022 Total Population	513,252
2017-2022 Annual Rate	0.32%
2017 Total Daytime Population	543,972
Workers	299,734
Residents	244,238
Household Summary	
2000 Households	169,715
2000 Average Household Size	2.72
2010 Households	180,534
2010 Average Household Size	2.68
2017 Households	184,151
2017 Average Household Size	2.70
2022 Households	186,652
2022 Average Household Size	2.70
2017-2022 Annual Rate	0.27%
2010 Families	129,242
2010 Average Family Size	3.19
2017 Families	131,625
2017 Average Family Size	3.21
2022 Families	133,337
2022 Average Family Size	3.22
2017-2022 Annual Rate	0.26%
Housing Unit Summary	
2000 Housing Units	174,384
Owner Occupied Housing Units	74.0%
Renter Occupied Housing Units	23.3%
Vacant Housing Units	2.7%
2010 Housing Units	189,842
Owner Occupied Housing Units	71.3%
Renter Occupied Housing Units	23.8%
Vacant Housing Units	4.9%
2017 Housing Units	194,311
Owner Occupied Housing Units	68.5%
Renter Occupied Housing Units	26.2%
Vacant Housing Units	5.2%
2022 Housing Units	197,738
Owner Occupied Housing Units	68.1%
Renter Occupied Housing Units	26.3%
Vacant Housing Units	5.6%
Median Household Income	
2017	\$104,857
2022	\$114,413
Median Home Value	
2017	\$460,914
2022	\$496,419
Per Capita Income	
2017	\$53,195
2022	\$59,446
Median Age	
2010	41.2
2017	42.7
2022	43.5

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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	Morris County...
2017 Households by Income	
Household Income Base	184,151
<\$15,000	4.9%
\$15,000 - \$24,999	5.0%
\$25,000 - \$34,999	4.6%
\$35,000 - \$49,999	7.6%
\$50,000 - \$74,999	13.2%
\$75,000 - \$99,999	12.0%
\$100,000 - \$149,999	19.9%
\$150,000 - \$199,999	12.5%
\$200,000+	20.5%
Average Household Income	\$144,199
2022 Households by Income	
Household Income Base	186,652
<\$15,000	4.7%
\$15,000 - \$24,999	4.5%
\$25,000 - \$34,999	4.1%
\$35,000 - \$49,999	6.6%
\$50,000 - \$74,999	10.8%
\$75,000 - \$99,999	11.1%
\$100,000 - \$149,999	21.0%
\$150,000 - \$199,999	14.0%
\$200,000+	23.1%
Average Household Income	\$161,788
2017 Owner Occupied Housing Units by Value	
Total	133,165
<\$50,000	1.0%
\$50,000 - \$99,999	1.1%
\$100,000 - \$149,999	1.1%
\$150,000 - \$199,999	2.5%
\$200,000 - \$249,999	4.3%
\$250,000 - \$299,999	6.7%
\$300,000 - \$399,999	22.5%
\$400,000 - \$499,999	17.8%
\$500,000 - \$749,999	24.9%
\$750,000 - \$999,999	10.7%
\$1,000,000 +	7.4%
Average Home Value	\$535,861
2022 Owner Occupied Housing Units by Value	
Total	134,651
<\$50,000	0.4%
\$50,000 - \$99,999	0.4%
\$100,000 - \$149,999	0.4%
\$150,000 - \$199,999	1.0%
\$200,000 - \$249,999	2.0%
\$250,000 - \$299,999	3.4%
\$300,000 - \$399,999	23.6%
\$400,000 - \$499,999	19.5%
\$500,000 - \$749,999	28.3%
\$750,000 - \$999,999	12.4%
\$1,000,000 +	8.6%
Average Home Value	\$579,994

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

	Morris County...
2010 Population by Age	
Total	492,276
0 - 4	5.6%
5 - 9	6.7%
10 - 14	7.2%
15 - 24	11.5%
25 - 34	10.5%
35 - 44	14.7%
45 - 54	17.3%
55 - 64	12.6%
65 - 74	7.2%
75 - 84	4.5%
85 +	2.1%
18 +	76.1%
2017 Population by Age	
Total	505,067
0 - 4	4.9%
5 - 9	6.0%
10 - 14	7.0%
15 - 24	11.7%
25 - 34	10.8%
35 - 44	12.6%
45 - 54	15.7%
55 - 64	14.3%
65 - 74	9.5%
75 - 84	4.9%
85 +	2.5%
18 +	77.9%
2022 Population by Age	
Total	513,252
0 - 4	4.9%
5 - 9	5.5%
10 - 14	6.4%
15 - 24	11.0%
25 - 34	11.1%
35 - 44	13.1%
45 - 54	14.1%
55 - 64	14.7%
65 - 74	10.7%
75 - 84	5.9%
85 +	2.6%
18 +	79.3%
2010 Population by Sex	
Males	241,022
Females	251,254
2017 Population by Sex	
Males	247,551
Females	257,516
2022 Population by Sex	
Males	252,239
Females	261,013

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

		Morris County...
2010 Population by Race/Ethnicity		
Total		492,276
White Alone		82.6%
Black Alone		3.1%
American Indian Alone		0.2%
Asian Alone		9.0%
Pacific Islander Alone		0.0%
Some Other Race Alone		3.0%
Two or More Races		2.1%
Hispanic Origin		11.5%
Diversity Index		44.9
2017 Population by Race/Ethnicity		
Total		505,067
White Alone		79.4%
Black Alone		3.6%
American Indian Alone		0.2%
Asian Alone		10.6%
Pacific Islander Alone		0.0%
Some Other Race Alone		3.6%
Two or More Races		2.6%
Hispanic Origin		13.8%
Diversity Index		51.0
2022 Population by Race/Ethnicity		
Total		513,252
White Alone		76.9%
Black Alone		3.8%
American Indian Alone		0.2%
Asian Alone		11.9%
Pacific Islander Alone		0.0%
Some Other Race Alone		4.1%
Two or More Races		3.0%
Hispanic Origin		15.7%
Diversity Index		55.4
2010 Population by Relationship and Household Type		
Total		492,276
In Households		98.2%
In Family Households		85.4%
Householder		26.3%
Spouse		21.9%
Child		31.9%
Other relative		3.7%
Nonrelative		1.7%
In Nonfamily Households		12.8%
In Group Quarters		1.8%
Institutionalized Population		0.8%
Noninstitutionalized Population		1.0%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

	Morris County...
2017 Population 25+ by Educational Attainment	
Total	355,419
Less than 9th Grade	2.9%
9th - 12th Grade, No Diploma	2.9%
High School Graduate	20.7%
GED/Alternative Credential	1.5%
Some College, No Degree	13.9%
Associate Degree	5.9%
Bachelor's Degree	30.5%
Graduate/Professional Degree	21.6%
2017 Population 15+ by Marital Status	
Total	414,477
Never Married	29.6%
Married	57.2%
Widowed	5.6%
Divorced	7.7%
2017 Civilian Population 16+ in Labor Force	
Civilian Employed	96.2%
Civilian Unemployed (Unemployment Rate)	3.8%
2017 Employed Population 16+ by Industry	
Total	265,818
Agriculture/Mining	0.3%
Construction	5.5%
Manufacturing	10.3%
Wholesale Trade	3.1%
Retail Trade	10.0%
Transportation/Utilities	3.8%
Information	3.1%
Finance/Insurance/Real Estate	10.4%
Services	50.7%
Public Administration	2.9%
2017 Employed Population 16+ by Occupation	
Total	265,818
White Collar	74.2%
Management/Business/Financial	22.5%
Professional	27.6%
Sales	11.1%
Administrative Support	13.0%
Services	13.3%
Blue Collar	12.5%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	3.2%
Installation/Maintenance/Repair	2.2%
Production	2.9%
Transportation/Material Moving	4.1%
2010 Population By Urban/ Rural Status	
Total Population	492,276
Population Inside Urbanized Area	91.2%
Population Inside Urbanized Cluster	2.0%
Rural Population	6.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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	Morris County...
2010 Households by Type	
Total	180,534
Households with 1 Person	23.5%
Households with 2+ People	76.5%
Family Households	71.6%
Husband-wife Families	59.6%
With Related Children	29.3%
Other Family (No Spouse Present)	12.0%
Other Family with Male Householder	3.5%
With Related Children	1.7%
Other Family with Female Householder	8.5%
With Related Children	4.5%
Nonfamily Households	4.9%
All Households with Children	35.7%
Multigenerational Households	3.6%
Unmarried Partner Households	4.6%
Male-female	3.9%
Same-sex	0.7%
2010 Households by Size	
Total	180,534
1 Person Household	23.5%
2 Person Household	30.6%
3 Person Household	17.2%
4 Person Household	17.6%
5 Person Household	7.5%
6 Person Household	2.3%
7 + Person Household	1.2%
2010 Households by Tenure and Mortgage Status	
Total	180,534
Owner Occupied	75.0%
Owned with a Mortgage/Loan	55.5%
Owned Free and Clear	19.5%
Renter Occupied	25.0%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	189,842
Housing Units Inside Urbanized Area	91.6%
Housing Units Inside Urbanized Cluster	2.1%
Rural Housing Units	6.3%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

July 11, 2017

		Morris County...
Top 3 Tapestry Segments		
	1.	Top Tier (1A)
	2.	Pleasantville (2B)
	3.	Savvy Suburbanites (1D)
2017 Consumer Spending		
Apparel & Services: Total \$		\$701,177,813
Average Spent		\$3,807.62
Spending Potential Index		176
Education: Total \$		\$555,570,932
Average Spent		\$3,016.93
Spending Potential Index		207
Entertainment/Recreation: Total \$		\$993,893,129
Average Spent		\$5,397.16
Spending Potential Index		173
Food at Home: Total \$		\$1,506,791,899
Average Spent		\$8,182.37
Spending Potential Index		162
Food Away from Home: Total \$		\$1,039,534,784
Average Spent		\$5,645.01
Spending Potential Index		169
Health Care: Total \$		\$1,716,559,056
Average Spent		\$9,321.48
Spending Potential Index		167
HH Furnishings & Equipment: Total \$		\$612,707,702
Average Spent		\$3,327.20
Spending Potential Index		171
Personal Care Products & Services: Total \$		\$256,794,725
Average Spent		\$1,394.48
Spending Potential Index		175
Shelter: Total \$		\$5,361,094,377
Average Spent		\$29,112.49
Spending Potential Index		179
Support Payments/Cash Contributions/Gifts in Kind: Total \$		\$763,800,610
Average Spent		\$4,147.69
Spending Potential Index		177
Travel: Total \$		\$734,440,723
Average Spent		\$3,988.25
Spending Potential Index		192
Vehicle Maintenance & Repairs: Total \$		\$329,153,344
Average Spent		\$1,787.41
Spending Potential Index		167

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.