

Market Profile

Morris County, NJ 15
Morris County, NJ (34027)
Geography: County

Prepared by MCEDC

	Morris County...
Population Summary	
2000 Total Population	470,226
2010 Total Population	492,276
2018 Total Population	506,503
2018 Group Quarters	8,703
2023 Total Population	515,588
2018-2023 Annual Rate	0.36%
2018 Total Daytime Population	544,940
Workers	297,192
Residents	247,748
Household Summary	
2000 Households	169,715
2000 Average Household Size	2.72
2010 Households	180,534
2010 Average Household Size	2.68
2018 Households	184,898
2018 Average Household Size	2.69
2023 Households	187,875
2023 Average Household Size	2.70
2018-2023 Annual Rate	0.32%
2010 Families	129,242
2010 Average Family Size	3.19
2018 Families	131,908
2018 Average Family Size	3.23
2023 Families	133,874
2023 Average Family Size	3.24
2018-2023 Annual Rate	0.30%
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%
2018 Housing Units	195,173
Owner Occupied Housing Units	68.9%
Renter Occupied Housing Units	25.8%
Vacant Housing Units	5.3%
2023 Housing Units	199,194
Owner Occupied Housing Units	69.1%
Renter Occupied Housing Units	25.3%
Vacant Housing Units	5.7%
Median Household Income	
2018	\$110,093
2023	\$119,204
Median Home Value	
2018	\$474,510
2023	\$519,391
Per Capita Income	
2018	\$55,871
2023	\$62,582
Median Age	
2010	41.2
2018	42.8
2023	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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2018 Households by Income	
Household Income Base	184,898
<\$15,000	4.5%
\$15,000 - \$24,999	4.4%
\$25,000 - \$34,999	4.2%
\$35,000 - \$49,999	6.9%
\$50,000 - \$74,999	12.5%
\$75,000 - \$99,999	12.0%
\$100,000 - \$149,999	19.6%
\$150,000 - \$199,999	13.3%
\$200,000+	22.5%
Average Household Income	\$151,375
2023 Households by Income	
Household Income Base	187,875
<\$15,000	4.1%
\$15,000 - \$24,999	3.8%
\$25,000 - \$34,999	3.7%
\$35,000 - \$49,999	6.0%
\$50,000 - \$74,999	11.2%
\$75,000 - \$99,999	11.3%
\$100,000 - \$149,999	20.4%
\$150,000 - \$199,999	13.8%
\$200,000+	25.7%
Average Household Income	\$170,096
2018 Owner Occupied Housing Units by Value	
Total	134,538
<\$50,000	1.0%
\$50,000 - \$99,999	1.1%
\$100,000 - \$149,999	1.3%
\$150,000 - \$199,999	3.1%
\$200,000 - \$249,999	5.3%
\$250,000 - \$299,999	6.6%
\$300,000 - \$399,999	18.5%
\$400,000 - \$499,999	17.5%
\$500,000 - \$749,999	26.5%
\$750,000 - \$999,999	11.1%
\$1,000,000 - \$1,499,999	5.3%
\$1,500,000 - \$1,999,999	1.2%
\$2,000,000 +	1.4%
Average Home Value	\$563,918
2023 Owner Occupied Housing Units by Value	
Total	137,571
<\$50,000	0.4%
\$50,000 - \$99,999	0.5%
\$100,000 - \$149,999	0.8%
\$150,000 - \$199,999	2.4%
\$200,000 - \$249,999	4.1%
\$250,000 - \$299,999	5.3%
\$300,000 - \$399,999	16.6%
\$400,000 - \$499,999	17.7%
\$500,000 - \$749,999	29.4%
\$750,000 - \$999,999	13.2%
\$1,000,000 - \$1,499,999	6.5%
\$1,500,000 - \$1,999,999	1.5%
\$2,000,000 +	1.7%
Average Home Value	\$611,137

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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	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%
2018 Population by Age	
Total	506,503
0 - 4	4.9%
5 - 9	6.0%
10 - 14	6.9%
15 - 24	11.7%
25 - 34	10.7%
35 - 44	12.5%
45 - 54	15.3%
55 - 64	14.6%
65 - 74	9.7%
75 - 84	5.1%
85 +	2.5%
18 +	78.1%
2023 Population by Age	
Total	515,588
0 - 4	4.9%
5 - 9	5.5%
10 - 14	6.3%
15 - 24	11.0%
25 - 34	11.1%
35 - 44	13.2%
45 - 54	13.8%
55 - 64	14.6%
65 - 74	10.9%
75 - 84	6.1%
85 +	2.6%
18 +	79.4%
2010 Population by Sex	
Males	241,022
Females	251,254
2018 Population by Sex	
Males	248,092
Females	258,411
2023 Population by Sex	
Males	253,340
Females	262,248

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

January 10, 2019

	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
2018 Population by Race/Ethnicity	
Total	506,503
White Alone	79.1%
Black Alone	3.6%
American Indian Alone	0.2%
Asian Alone	10.8%
Pacific Islander Alone	0.0%
Some Other Race Alone	3.7%
Two or More Races	2.6%
Hispanic Origin	14.1%
Diversity Index	51.5
2023 Population by Race/Ethnicity	
Total	515,588
White Alone	76.5%
Black Alone	3.9%
American Indian Alone	0.2%
Asian Alone	12.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	4.2%
Two or More Races	3.0%
Hispanic Origin	16.1%
Diversity Index	56.1
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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

	Morris County...
2018 Population 25+ by Educational Attainment	
Total	357,049
Less than 9th Grade	2.9%
9th - 12th Grade, No Diploma	2.8%
High School Graduate	18.9%
GED/Alternative Credential	1.7%
Some College, No Degree	13.7%
Associate Degree	6.3%
Bachelor's Degree	31.3%
Graduate/Professional Degree	22.4%
2018 Population 15+ by Marital Status	
Total	416,370
Never Married	29.8%
Married	56.7%
Widowed	5.4%
Divorced	8.0%
2018 Civilian Population 16+ in Labor Force	
Civilian Employed	96.2%
Civilian Unemployed (Unemployment Rate)	3.8%
2018 Employed Population 16+ by Industry	
Total	263,630
Agriculture/Mining	0.3%
Construction	5.4%
Manufacturing	10.9%
Wholesale Trade	3.0%
Retail Trade	9.6%
Transportation/Utilities	4.0%
Information	3.2%
Finance/Insurance/Real Estate	10.4%
Services	50.1%
Public Administration	3.1%
2018 Employed Population 16+ by Occupation	
Total	263,630
White Collar	74.4%
Management/Business/Financial	22.6%
Professional	27.5%
Sales	11.3%
Administrative Support	13.0%
Services	13.0%
Blue Collar	12.5%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	3.4%
Installation/Maintenance/Repair	2.1%
Production	2.8%
Transportation/Material Moving	4.0%
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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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		Morris County...
Top 3 Tapestry Segments		
	1.	Top Tier (1A)
	2.	Pleasantville (2B)
	3.	Savvy Suburbanites (1D)
2018 Consumer Spending		
Apparel & Services: Total \$		\$705,011,807
Average Spent		\$3,812.98
Spending Potential Index		175
Education: Total \$		\$543,598,880
Average Spent		\$2,939.99
Spending Potential Index		203
Entertainment/Recreation: Total \$		\$1,035,812,433
Average Spent		\$5,602.07
Spending Potential Index		174
Food at Home: Total \$		\$1,534,934,349
Average Spent		\$8,301.52
Spending Potential Index		165
Food Away from Home: Total \$		\$1,114,269,641
Average Spent		\$6,026.40
Spending Potential Index		172
Health Care: Total \$		\$1,782,918,010
Average Spent		\$9,642.71
Spending Potential Index		168
HH Furnishings & Equipment: Total \$		\$673,298,037
Average Spent		\$3,641.46
Spending Potential Index		174
Personal Care Products & Services: Total \$		\$268,845,605
Average Spent		\$1,454.02
Spending Potential Index		176
Shelter: Total \$		\$5,588,200,256
Average Spent		\$30,223.15
Spending Potential Index		180
Support Payments/Cash Contributions/Gifts in Kind: Total \$		\$859,679,708
Average Spent		\$4,649.48
Spending Potential Index		187
Travel: Total \$		\$769,238,611
Average Spent		\$4,160.34
Spending Potential Index		193
Vehicle Maintenance & Repairs: Total \$		\$334,166,129
Average Spent		\$1,807.30
Spending Potential Index		168

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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.