



## Community Profile

Rings: 1, 3, 5 mile radii

1711 NJ-10, Morris Plains, NJ 07950, USA

Latitude: 40.8444

Longitude: -74.46675

	1 mile	3 mile	5 mile
<b>Population Summary</b>			
2010 Total Population	5,896	59,430	144,955
2020 Total Population	7,209	62,436	152,327
2020 Group Quarters	11	726	3,532
2023 Total Population	7,430	63,304	154,056
2023 Group Quarters	11	730	3,581
2028 Total Population	7,852	65,356	155,295
2023-2028 Annual Rate	1.11%	0.64%	0.16%
2023 Total Daytime Population	18,471	96,456	209,774
Workers	14,701	66,587	137,751
Residents	3,770	29,869	72,023
<b>Household Summary</b>			
2010 Households	2,648	21,881	53,724
2010 Average Household Size	2.22	2.67	2.62
2020 Total Households	3,261	23,144	56,946
2020 Average Household Size	2.21	2.67	2.61
2023 Households	3,411	23,702	58,423
2023 Average Household Size	2.18	2.64	2.58
2028 Households	3,705	25,022	60,032
2028 Average Household Size	2.12	2.58	2.53
2023-2028 Annual Rate	1.67%	1.09%	0.54%
2010 Families	1,665	15,370	36,957
2010 Average Family Size	2.84	3.17	3.17
2023 Families	2,063	16,299	39,082
2023 Average Family Size	2.86	3.20	3.18
2028 Families	2,256	17,170	40,074
2028 Average Family Size	2.77	3.13	3.12
2023-2028 Annual Rate	1.80%	1.05%	0.50%
<b>Housing Unit Summary</b>			
2000 Housing Units	2,809	21,247	52,963
Owner Occupied Housing Units	73.6%	72.5%	69.5%
Renter Occupied Housing Units	23.0%	25.2%	28.0%
Vacant Housing Units	3.4%	2.4%	2.6%
2010 Housing Units	2,778	22,871	56,460
Owner Occupied Housing Units	73.8%	69.9%	67.6%
Renter Occupied Housing Units	21.8%	25.7%	27.6%
Vacant Housing Units	4.7%	4.3%	4.8%
2020 Housing Units	3,391	24,156	59,730
Vacant Housing Units	3.8%	4.2%	4.7%
2023 Housing Units	3,589	24,819	61,335
Owner Occupied Housing Units	64.8%	65.9%	64.3%
Renter Occupied Housing Units	30.3%	29.5%	30.9%
Vacant Housing Units	5.0%	4.5%	4.7%
2028 Housing Units	3,768	25,948	62,736
Owner Occupied Housing Units	62.7%	64.1%	63.9%
Renter Occupied Housing Units	35.7%	32.3%	31.7%
Vacant Housing Units	1.7%	3.6%	4.3%
<b>Median Household Income</b>			
2023	\$115,739	\$125,116	\$131,885
2028	\$125,644	\$138,145	\$147,524
<b>Median Home Value</b>			
2023	\$561,563	\$552,386	\$573,267
2028	\$588,205	\$578,030	\$594,040
<b>Per Capita Income</b>			
2023	\$70,832	\$65,841	\$71,561
2028	\$81,692	\$74,851	\$80,493
<b>Median Age</b>			
2010	42.8	40.9	40.9
2023	44.6	42.8	42.6
2028	46.0	43.7	43.4

**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:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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<b>2023 Households by Income</b>			
Household Income Base	3,411	23,702	58,423
<\$15,000	2.6%	3.4%	4.0%
\$15,000 - \$24,999	4.1%	3.0%	3.2%
\$25,000 - \$34,999	4.0%	3.6%	3.4%
\$35,000 - \$49,999	7.4%	6.2%	5.4%
\$50,000 - \$74,999	7.4%	10.2%	9.8%
\$75,000 - \$99,999	14.2%	12.1%	11.7%
\$100,000 - \$149,999	24.6%	19.1%	17.5%
\$150,000 - \$199,999	11.4%	13.9%	14.0%
\$200,000+	24.4%	28.5%	31.0%
Average Household Income	\$166,719	\$175,011	\$187,800
<b>2028 Households by Income</b>			
Household Income Base	3,705	25,022	60,032
<\$15,000	2.2%	2.9%	3.4%
\$15,000 - \$24,999	3.1%	2.3%	2.4%
\$25,000 - \$34,999	3.2%	2.9%	2.7%
\$35,000 - \$49,999	6.1%	5.2%	4.5%
\$50,000 - \$74,999	6.3%	9.3%	8.8%
\$75,000 - \$99,999	13.1%	11.4%	11.1%
\$100,000 - \$149,999	25.6%	19.3%	17.7%
\$150,000 - \$199,999	12.3%	14.7%	15.2%
\$200,000+	28.0%	31.9%	34.2%
Average Household Income	\$187,617	\$194,557	\$207,310
<b>2023 Owner Occupied Housing Units by Value</b>			
Total	2,324	16,368	39,456
<\$50,000	1.2%	0.9%	0.9%
\$50,000 - \$99,999	0.3%	0.6%	0.7%
\$100,000 - \$149,999	0.9%	0.2%	0.2%
\$150,000 - \$199,999	4.3%	0.7%	0.6%
\$200,000 - \$249,999	5.1%	1.1%	1.0%
\$250,000 - \$299,999	0.4%	1.0%	1.4%
\$300,000 - \$399,999	5.5%	10.2%	10.2%
\$400,000 - \$499,999	18.8%	25.3%	21.2%
\$500,000 - \$749,999	54.5%	47.1%	46.8%
\$750,000 - \$999,999	8.4%	11.1%	13.1%
\$1,000,000 - \$1,499,999	0.4%	1.3%	2.7%
\$1,500,000 - \$1,999,999	0.0%	0.3%	0.9%
\$2,000,000 +	0.0%	0.2%	0.3%
Average Home Value	\$546,189	\$572,570	\$601,983
<b>2028 Owner Occupied Housing Units by Value</b>			
Total	2,361	16,629	40,115
<\$50,000	0.8%	0.6%	0.7%
\$50,000 - \$99,999	0.2%	0.3%	0.4%
\$100,000 - \$149,999	0.4%	0.1%	0.1%
\$150,000 - \$199,999	2.5%	0.4%	0.4%
\$200,000 - \$249,999	3.2%	0.6%	0.6%
\$250,000 - \$299,999	0.2%	0.6%	0.9%
\$300,000 - \$399,999	3.9%	7.3%	7.7%
\$400,000 - \$499,999	17.1%	23.6%	19.9%
\$500,000 - \$749,999	61.6%	52.6%	51.5%
\$750,000 - \$999,999	9.7%	12.2%	14.2%
\$1,000,000 - \$1,499,999	0.4%	1.3%	2.7%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.8%
\$2,000,000 +	0.0%	0.1%	0.2%
Average Home Value	\$579,004	\$594,221	\$619,807

**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:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

August 01, 2023



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<b>2010 Population by Age</b>			
Total	5,897	59,430	144,955
0 - 4	5.3%	5.7%	5.6%
5 - 9	6.0%	6.2%	6.4%
10 - 14	6.0%	6.4%	6.5%
15 - 24	8.9%	10.3%	11.1%
25 - 34	12.4%	12.9%	12.3%
35 - 44	14.7%	15.2%	14.8%
45 - 54	16.9%	16.5%	16.3%
55 - 64	14.3%	12.9%	12.8%
65 - 74	7.9%	7.5%	7.5%
75 - 84	5.1%	4.5%	4.6%
85 +	2.4%	2.0%	2.2%
18 +	78.8%	78.0%	77.7%
<b>2023 Population by Age</b>			
Total	7,429	63,304	154,057
0 - 4	4.6%	4.8%	4.7%
5 - 9	5.6%	5.6%	5.5%
10 - 14	6.3%	6.5%	6.5%
15 - 24	10.0%	10.6%	11.5%
25 - 34	9.7%	11.4%	11.3%
35 - 44	14.4%	14.3%	13.8%
45 - 54	13.4%	13.8%	13.7%
55 - 64	14.6%	13.8%	13.7%
65 - 74	12.5%	11.0%	10.8%
75 - 84	6.3%	5.9%	5.9%
85 +	2.5%	2.3%	2.6%
18 +	79.6%	79.3%	79.3%
<b>2028 Population by Age</b>			
Total	7,853	65,355	155,295
0 - 4	4.6%	4.9%	4.8%
5 - 9	5.3%	5.3%	5.2%
10 - 14	5.7%	5.8%	5.8%
15 - 24	9.2%	10.1%	11.2%
25 - 34	10.6%	11.6%	11.4%
35 - 44	13.1%	14.2%	13.9%
45 - 54	13.7%	13.7%	13.4%
55 - 64	13.4%	13.1%	13.1%
65 - 74	13.1%	11.4%	11.1%
75 - 84	8.4%	7.2%	7.2%
85 +	2.9%	2.7%	3.0%
18 +	80.7%	80.5%	80.6%
<b>2010 Population by Sex</b>			
Males	2,788	29,186	71,069
Females	3,108	30,244	73,886
<b>2023 Population by Sex</b>			
Males	3,565	31,185	75,895
Females	3,865	32,119	78,161
<b>2028 Population by Sex</b>			
Males	3,758	32,192	76,417
Females	4,095	33,164	78,878

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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<b>2010 Population by Race/Ethnicity</b>			
Total	5,895	59,431	144,956
White Alone	78.4%	71.2%	75.8%
Black Alone	3.1%	5.3%	4.7%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	15.2%	16.5%	13.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.1%	4.3%	3.8%
Two or More Races	2.1%	2.4%	2.3%
Hispanic Origin	5.7%	12.1%	12.4%
Diversity Index	43.0	57.5	53.4
<b>2020 Population by Race/Ethnicity</b>			
Total	7,209	62,436	152,327
White Alone	62.4%	58.0%	62.4%
Black Alone	5.2%	5.0%	4.3%
American Indian Alone	0.1%	0.5%	0.5%
Asian Alone	21.9%	21.1%	17.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.1%	7.0%	6.9%
Two or More Races	7.3%	8.4%	8.9%
Hispanic Origin	9.3%	15.0%	15.3%
Diversity Index	63.0	70.6	67.9
<b>2023 Population by Race/Ethnicity</b>			
Total	7,429	63,305	154,056
White Alone	61.1%	56.3%	61.0%
Black Alone	5.2%	5.1%	4.4%
American Indian Alone	0.1%	0.6%	0.5%
Asian Alone	22.7%	21.9%	17.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.3%	7.4%	7.1%
Two or More Races	7.5%	8.7%	9.3%
Hispanic Origin	9.7%	15.7%	16.0%
Diversity Index	64.1	72.0	69.4
<b>2028 Population by Race/Ethnicity</b>			
Total	7,853	65,357	155,295
White Alone	59.1%	53.2%	58.1%
Black Alone	5.5%	5.1%	4.5%
American Indian Alone	0.1%	0.6%	0.5%
Asian Alone	23.5%	23.7%	19.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.8%	8.2%	7.9%
Two or More Races	8.0%	9.2%	10.0%
Hispanic Origin	10.7%	16.9%	17.4%
Diversity Index	66.4	74.4	72.1
<b>2010 Population by Relationship and Household Type</b>			
Total	5,896	59,431	144,956
In Households	99.6%	98.1%	97.2%
In Family Households	81.3%	84.2%	82.7%
Householder	26.2%	26.0%	25.5%
Spouse	22.5%	21.3%	21.1%
Child	28.5%	30.0%	29.8%
Other relative	3.1%	4.8%	4.3%
Nonrelative	1.0%	2.1%	2.0%
In Nonfamily Households	18.3%	13.9%	14.5%
In Group Quarters	0.4%	1.9%	2.8%
Institutionalized Population	0.0%	1.6%	1.4%
Noninstitutionalized Population	0.4%	0.3%	1.4%

**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.

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<b>2023 Population 25+ by Educational Attainment</b>			
Total	5,459	45,918	110,498
Less than 9th Grade	1.1%	3.0%	2.5%
9th - 12th Grade, No Diploma	1.4%	3.1%	2.5%
High School Graduate	12.1%	16.0%	15.0%
GED/Alternative Credential	0.6%	1.3%	1.3%
Some College, No Degree	9.8%	10.0%	10.5%
Associate Degree	7.3%	6.2%	6.0%
Bachelor's Degree	36.5%	32.3%	33.9%
Graduate/Professional Degree	31.1%	28.1%	28.3%
<b>2023 Population 15+ by Marital Status</b>			
Total	6,199	52,648	128,274
Never Married	28.6%	31.2%	31.3%
Married	57.3%	56.3%	56.7%
Widowed	6.3%	5.4%	5.0%
Divorced	7.8%	7.0%	6.9%
<b>2023 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	3,949	35,582	86,969
Population 16+ Employed	94.2%	95.6%	95.9%
Population 16+ Unemployment rate	5.8%	4.4%	4.1%
Population 16-24 Employed	9.4%	9.4%	10.0%
Population 16-24 Unemployment rate	18.2%	11.0%	9.4%
Population 25-54 Employed	60.8%	62.8%	62.3%
Population 25-54 Unemployment rate	3.9%	2.6%	2.5%
Population 55-64 Employed	20.1%	18.3%	18.3%
Population 55-64 Unemployment rate	4.7%	5.7%	5.2%
Population 65+ Employed	9.7%	9.5%	9.3%
Population 65+ Unemployment rate	6.3%	6.5%	5.8%
<b>2023 Employed Population 16+ by Industry</b>			
Total	3,719	34,018	83,441
Agriculture/Mining	0.0%	0.1%	0.2%
Construction	5.2%	5.4%	4.8%
Manufacturing	11.4%	10.9%	11.7%
Wholesale Trade	1.9%	1.7%	2.0%
Retail Trade	5.9%	9.2%	8.7%
Transportation/Utilities	5.0%	3.5%	4.5%
Information	3.8%	3.8%	3.4%
Finance/Insurance/Real Estate	13.5%	10.3%	10.1%
Services	49.5%	51.6%	51.4%
Public Administration	3.7%	3.6%	3.2%
<b>2023 Employed Population 16+ by Occupation</b>			
Total	3,719	34,019	83,438
White Collar	85.8%	79.1%	80.1%
Management/Business/Financial	29.1%	26.3%	28.0%
Professional	37.3%	35.0%	34.1%
Sales	8.8%	9.0%	9.1%
Administrative Support	10.7%	8.7%	8.8%
Services	5.7%	10.7%	10.0%
Blue Collar	8.5%	10.2%	10.0%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	3.7%	3.3%	2.9%
Installation/Maintenance/Repair	0.1%	1.2%	1.1%
Production	2.7%	2.3%	2.0%
Transportation/Material Moving	2.0%	3.4%	4.0%

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<b>2010 Households by Type</b>			
Total	2,648	21,881	53,724
Households with 1 Person	30.9%	24.1%	25.4%
Households with 2+ People	69.1%	75.9%	74.6%
Family Households	62.9%	70.2%	68.8%
Husband-wife Families	54.2%	57.7%	56.7%
With Related Children	24.7%	27.5%	27.2%
Other Family (No Spouse Present)	8.7%	12.6%	12.1%
Other Family with Male Householder	2.1%	3.4%	3.5%
With Related Children	0.9%	1.6%	1.6%
Other Family with Female Householder	6.6%	9.1%	8.6%
With Related Children	3.1%	4.6%	4.5%
Nonfamily Households	6.3%	5.6%	5.8%
All Households with Children	28.8%	33.9%	33.6%
Multigenerational Households	3.5%	4.4%	3.9%
Unmarried Partner Households	4.5%	4.5%	4.7%
Male-female	3.6%	3.8%	4.1%
Same-sex	0.9%	0.7%	0.7%
<b>2010 Households by Size</b>			
Total	2,647	21,881	53,724
1 Person Household	31.0%	24.1%	25.4%
2 Person Household	31.7%	31.1%	30.8%
3 Person Household	15.6%	17.6%	17.0%
4 Person Household	14.1%	16.7%	16.4%
5 Person Household	5.4%	6.7%	6.9%
6 Person Household	1.5%	2.3%	2.2%
7 + Person Household	0.7%	1.4%	1.3%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	2,656	21,881	53,724
Owner Occupied	77.2%	73.1%	71.0%
Owned with a Mortgage/Loan	57.6%	53.8%	52.2%
Owned Free and Clear	19.3%	19.3%	18.8%
Renter Occupied	22.8%	26.9%	29.0%
<b>2023 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	73	81	82
Percent of Income for Mortgage	29.2%	26.5%	26.1%
Wealth Index	194	197	210
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	2,778	22,871	56,460
Housing Units Inside Urbanized Area	100.0%	100.0%	99.4%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.6%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	5,896	59,430	144,955
Population Inside Urbanized Area	100.0%	100.0%	99.4%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.6%

**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.

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<b>Top 3 Tapestry Segments</b>			
1.	Enterprising Professionals (2D)	Pleasantville (2B)	Trendsetters (3C)
2.	Exurbanites (1E)	Savvy Suburbanites (1D)	Pleasantville (2B)
3.	Savvy Suburbanites (1D)	Professional Pride (1B)	Professional Pride (1B)
<b>2023 Consumer Spending</b>			
Apparel & Services: Total \$	\$11,264,687	\$83,841,622	\$222,840,248
Average Spent	\$3,302.46	\$3,537.32	\$3,814.26
Spending Potential Index	150	161	173
Education: Total \$	\$10,494,135	\$81,451,136	\$216,512,820
Average Spent	\$3,076.56	\$3,436.47	\$3,705.95
Spending Potential Index	172	192	207
Entertainment/Recreation: Total \$	\$19,386,760	\$140,567,178	\$370,430,271
Average Spent	\$5,683.60	\$5,930.60	\$6,340.49
Spending Potential Index	150	157	168
Food at Home: Total \$	\$34,146,087	\$253,154,413	\$670,357,855
Average Spent	\$10,010.58	\$10,680.72	\$11,474.21
Spending Potential Index	147	157	169
Food Away from Home: Total \$	\$19,126,628	\$139,185,647	\$369,458,990
Average Spent	\$5,607.34	\$5,872.32	\$6,323.86
Spending Potential Index	151	158	170
Health Care: Total \$	\$35,886,824	\$257,844,632	\$674,541,756
Average Spent	\$10,520.91	\$10,878.60	\$11,545.83
Spending Potential Index	143	148	157
HH Furnishings & Equipment: Total \$	\$15,460,474	\$112,369,522	\$296,557,837
Average Spent	\$4,532.53	\$4,740.93	\$5,076.05
Spending Potential Index	153	160	172
Personal Care Products & Services: Total \$	\$5,003,488	\$36,323,702	\$96,186,771
Average Spent	\$1,466.87	\$1,532.52	\$1,646.39
Spending Potential Index	153	160	172
Shelter: Total \$	\$131,963,030	\$971,006,820	\$2,582,751,760
Average Spent	\$38,687.49	\$40,967.29	\$44,207.79
Spending Potential Index	156	165	178
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$16,445,533	\$116,571,070	\$304,998,344
Average Spent	\$4,821.32	\$4,918.20	\$5,220.52
Spending Potential Index	154	157	167
Travel: Total \$	\$12,344,164	\$87,894,392	\$232,232,524
Average Spent	\$3,618.93	\$3,708.31	\$3,975.02
Spending Potential Index	161	165	177
Vehicle Maintenance & Repairs: Total \$	\$6,380,284	\$45,585,143	\$119,726,658
Average Spent	\$1,870.50	\$1,923.26	\$2,049.31
Spending Potential Index	143	147	156

**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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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