

COMPLETE PROFILE

2000-2010 Census, 2020 Estimates with 2025 Projections

Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 40.8754/-74.4314

RFULL9

Waterview Marketplace Parsippany-Troy Hills, NJ 07054	1 mi radius	3 mi radius	5 mi radius	7 mi radius
Population				
Estimated Population (2020)	7,112	61,093	128,827	243,247
Projected Population (2025)	7,039	61,196	128,875	243,771
Census Population (2010)	7,205	62,449	129,983	241,599
Census Population (2000)	7,371	62,239	125,953	232,910
Projected Annual Growth (2020-2025)	-73 -0.2%	103 -	47 -	524 -
Historical Annual Growth (2010-2020)	-93 -0.1%	-1,356 -0.2%	-1,156 -	1,648 -
Historical Annual Growth (2000-2010)	-166 -0.2%	210 -	4,030 0.3%	8,689 0.4%
Estimated Population Density (2020)	2,265 <i>psm</i>	2,162 <i>psm</i>	1,641 <i>psm</i>	1,581 <i>psm</i>
Trade Area Size	3.1 <i>sq mi</i>	28.3 <i>sq mi</i>	78.5 <i>sq mi</i>	153.9 <i>sq mi</i>
Households				
Estimated Households (2020)	2,743	24,258	50,727	93,172
Projected Households (2025)	2,741	24,501	51,138	93,955
Census Households (2010)	2,676	23,772	49,086	88,528
Census Households (2000)	2,787	23,891	47,289	84,644
Projected Annual Growth (2020-2025)	-3 -	243 0.2%	411 0.2%	783 0.2%
Historical Annual Change (2000-2020)	-43 -	367 -	3,437 0.4%	8,528 0.5%
Average Household Income				
Estimated Average Household Income (2020)	\$179,047	\$151,658	\$162,573	\$162,216
Projected Average Household Income (2025)	\$231,798	\$192,717	\$207,639	\$207,254
Census Average Household Income (2010)	\$121,752	\$106,966	\$117,268	\$117,377
Census Average Household Income (2000)	\$102,196	\$87,876	\$95,424	\$97,092
Projected Annual Change (2020-2025)	\$52,751 5.9%	\$41,059 5.4%	\$45,066 5.5%	\$45,038 5.6%
Historical Annual Change (2000-2020)	\$76,850 3.8%	\$63,782 3.6%	\$67,149 3.5%	\$65,123 3.4%
Median Household Income				
Estimated Median Household Income (2020)	\$119,278	\$111,816	\$123,386	\$121,374
Projected Median Household Income (2025)	\$135,849	\$129,503	\$143,330	\$141,955
Census Median Household Income (2010)	\$87,829	\$85,953	\$95,244	\$95,430
Census Median Household Income (2000)	\$83,792	\$74,390	\$79,524	\$80,287
Projected Annual Change (2020-2025)	\$16,571 2.8%	\$17,687 3.2%	\$19,943 3.2%	\$20,581 3.4%
Historical Annual Change (2000-2020)	\$35,486 2.1%	\$37,426 2.5%	\$43,862 2.8%	\$41,087 2.6%
Per Capita Income				
Estimated Per Capita Income (2020)	\$69,066	\$60,280	\$64,075	\$62,266
Projected Per Capita Income (2025)	\$90,253	\$77,219	\$82,452	\$80,012
Census Per Capita Income (2010)	\$45,213	\$40,718	\$44,284	\$43,010
Census Per Capita Income (2000)	\$38,765	\$33,735	\$35,855	\$35,255
Projected Annual Change (2020-2025)	\$21,187 6.1%	\$16,939 5.6%	\$18,377 5.7%	\$17,746 5.7%
Historical Annual Change (2000-2020)	\$30,301 3.9%	\$26,544 3.9%	\$28,220 3.9%	\$27,011 3.8%
Estimated Average Household Net Worth (2020)	\$1.74 M	\$1.61 M	\$1.81 M	\$1.78 M

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Waterview Marketplace

Parsippany-Troy Hills, NJ 07054

Race and Ethnicity

	1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Total Population (2020)	7,112		61,093		128,827		243,247	
White (2020)	4,249	59.7%	40,034	65.5%	92,415	71.7%	177,295	72.9%
Black or African American (2020)	182	2.6%	2,125	3.5%	4,155	3.2%	11,954	4.9%
American Indian or Alaska Native (2020)	12	0.2%	97	0.2%	178	0.1%	513	0.2%
Asian (2020)	2,342	32.9%	15,849	25.9%	26,488	20.6%	36,673	15.1%
Hawaiian or Pacific Islander (2020)	-	-	5	-	18	-	56	-
Other Race (2020)	133	1.9%	1,223	2.0%	2,421	1.9%	10,612	4.4%
Two or More Races (2020)	194	2.7%	1,761	2.9%	3,150	2.4%	6,144	2.5%
Population < 18 (2020)	1,448	20.4%	11,719	19.2%	25,087	19.5%	47,089	19.4%
White Not Hispanic	756	52.2%	5,784	49.4%	14,309	57.0%	25,556	54.3%
Black or African American	26	1.8%	457	3.9%	857	3.4%	2,277	4.8%
Asian	453	31.3%	3,437	29.3%	5,881	23.4%	7,990	17.0%
Other Race Not Hispanic	70	4.8%	657	5.6%	1,163	4.6%	1,822	3.9%
Hispanic	144	9.9%	1,383	11.8%	2,877	11.5%	9,444	20.1%
Not Hispanic or Latino Population (2020)	6,525	91.8%	55,426	90.7%	117,621	91.3%	204,461	84.1%
Not Hispanic White	3,878	59.4%	36,310	65.5%	84,986	72.3%	153,662	75.2%
Not Hispanic Black or African American	169	2.6%	1,937	3.5%	3,788	3.2%	10,478	5.1%
Not Hispanic American Indian or Alaska Native	11	0.2%	71	0.1%	118	0.1%	181	-
Not Hispanic Asian	2,304	35.3%	15,623	28.2%	26,151	22.2%	36,054	17.6%
Not Hispanic Hawaiian or Pacific Islander	-	-	3	-	9	-	40	-
Not Hispanic Other Race	3	-	71	0.1%	120	0.1%	219	0.1%
Not Hispanic Two or More Races	160	2.5%	1,412	2.5%	2,449	2.1%	3,828	1.9%
Hispanic or Latino Population (2020)	587	8.2%	5,667	9.3%	11,206	8.7%	38,786	15.9%
Hispanic White	371	63.2%	3,724	65.7%	7,429	66.3%	23,633	60.9%
Hispanic Black or African American	13	2.3%	188	3.3%	368	3.3%	1,476	3.8%
Hispanic American Indian or Alaska Native	-	-	26	0.5%	61	0.5%	333	0.9%
Hispanic Asian	37	6.4%	226	4.0%	337	3.0%	619	1.6%
Hispanic Hawaiian or Pacific Islander	-	-	1	-	9	-	16	-
Hispanic Other Race	130	22.2%	1,152	20.3%	2,302	20.5%	10,393	26.8%
Hispanic Two or More Races	34	5.9%	350	6.2%	701	6.3%	2,316	6.0%
Not Hispanic or Latino Population (2010)	6,682	92.7%	57,504	92.1%	120,673	92.8%	208,476	86.3%
Hispanic or Latino Population (2010)	523	7.3%	4,945	7.9%	9,310	7.2%	33,123	13.7%
Not Hispanic or Latino Population (2000)	6,837	92.8%	58,346	93.7%	119,487	94.9%	208,656	89.6%
Hispanic or Latino Population (2000)	533	7.2%	3,893	6.3%	6,466	5.1%	24,253	10.4%
Not Hispanic or Latino Population (2025)	6,479	92.0%	55,613	90.9%	117,727	91.3%	205,084	84.1%
Hispanic or Latino Population (2025)	560	8.0%	5,583	9.1%	11,148	8.7%	38,686	15.9%
Projected Annual Growth (2020-2025)	-26	-0.9%	-84	-0.3%	-58	-0.1%	-100	-
Historical Annual Growth (2000-2010)	-10	-0.2%	1,052	2.7%	2,843	4.4%	8,870	3.7%

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Waterview Marketplace

Parsippany-Troy Hills, NJ 07054

Total Age Distribution (2020)

	1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Total Population	7,112		61,093		128,827		243,247	
Age Under 5 Years	310	4.4%	2,941	4.8%	6,072	4.7%	11,732	4.8%
Age 5 to 9 Years	366	5.1%	2,984	4.9%	6,508	5.1%	12,446	5.1%
Age 10 to 14 Years	449	6.3%	3,429	5.6%	7,443	5.8%	13,755	5.7%
Age 15 to 19 Years	438	6.2%	3,475	5.7%	7,444	5.8%	14,710	6.0%
Age 20 to 24 Years	437	6.1%	3,662	6.0%	7,493	5.8%	15,408	6.3%
Age 25 to 29 Years	424	6.0%	4,006	6.6%	7,605	5.9%	15,329	6.3%
Age 30 to 34 Years	384	5.4%	3,895	6.4%	7,702	6.0%	14,805	6.1%
Age 35 to 39 Years	396	5.6%	3,724	6.1%	7,829	6.1%	14,846	6.1%
Age 40 to 44 Years	449	6.3%	3,615	5.9%	7,726	6.0%	14,733	6.1%
Age 45 to 49 Years	514	7.2%	4,013	6.6%	8,620	6.7%	16,027	6.6%
Age 50 to 54 Years	558	7.8%	4,427	7.2%	9,589	7.4%	17,812	7.3%
Age 55 to 59 Years	614	8.6%	4,906	8.0%	10,557	8.2%	19,328	7.9%
Age 60 to 64 Years	482	6.8%	4,295	7.0%	9,500	7.4%	17,395	7.2%
Age 65 to 69 Years	401	5.6%	3,390	5.5%	7,489	5.8%	13,746	5.7%
Age 70 to 74 Years	321	4.5%	2,904	4.8%	6,255	4.9%	11,503	4.7%
Age 75 to 79 Years	284	4.0%	2,223	3.6%	4,569	3.5%	8,210	3.4%
Age 80 to 84 Years	145	2.0%	1,424	2.3%	2,922	2.3%	5,261	2.2%
Age 85 Years or Over	139	2.0%	1,779	2.9%	3,503	2.7%	6,205	2.6%
Median Age	42.9		42.8		43.2		42.2	
Age 19 Years or Less	1,564	22.0%	12,829	21.0%	27,467	21.3%	52,642	21.6%
Age 20 to 64 Years	4,258	59.9%	36,544	59.8%	76,622	59.5%	145,681	59.9%
Age 65 Years or Over	1,290	18.1%	11,721	19.2%	24,738	19.2%	44,924	18.5%

Female Age Distribution (2020)

Female Population	3,602	50.7%	31,010	50.8%	65,531	50.9%	123,200	50.6%
Age Under 5 Years	139	3.9%	1,432	4.6%	2,960	4.5%	5,702	4.6%
Age 5 to 9 Years	180	5.0%	1,464	4.7%	3,149	4.8%	6,063	4.9%
Age 10 to 14 Years	224	6.2%	1,694	5.5%	3,622	5.5%	6,705	5.4%
Age 15 to 19 Years	197	5.5%	1,611	5.2%	3,483	5.3%	6,890	5.6%
Age 20 to 24 Years	208	5.8%	1,721	5.5%	3,533	5.4%	7,258	5.9%
Age 25 to 29 Years	201	5.6%	1,992	6.4%	3,757	5.7%	7,401	6.0%
Age 30 to 34 Years	187	5.2%	1,917	6.2%	3,859	5.9%	7,342	6.0%
Age 35 to 39 Years	210	5.8%	1,878	6.1%	4,017	6.1%	7,484	6.1%
Age 40 to 44 Years	232	6.4%	1,829	5.9%	3,931	6.0%	7,403	6.0%
Age 45 to 49 Years	268	7.4%	2,037	6.6%	4,350	6.6%	8,038	6.5%
Age 50 to 54 Years	278	7.7%	2,258	7.3%	4,862	7.4%	8,956	7.3%
Age 55 to 59 Years	320	8.9%	2,448	7.9%	5,255	8.0%	9,744	7.9%
Age 60 to 64 Years	241	6.7%	2,218	7.2%	4,987	7.6%	9,034	7.3%
Age 65 to 69 Years	215	6.0%	1,789	5.8%	3,939	6.0%	7,272	5.9%
Age 70 to 74 Years	171	4.7%	1,515	4.9%	3,294	5.0%	6,081	4.9%
Age 75 to 79 Years	156	4.3%	1,197	3.9%	2,511	3.8%	4,573	3.7%
Age 80 to 84 Years	91	2.5%	852	2.7%	1,722	2.6%	3,139	2.5%
Age 85 Years or Over	84	2.3%	1,158	3.7%	2,300	3.5%	4,116	3.3%
Female Median Age	44.7		44.2		44.6		43.7	
Age 19 Years or Less	741	20.6%	6,201	20.0%	13,214	20.2%	25,361	20.6%
Age 20 to 64 Years	2,144	59.5%	18,298	59.0%	38,551	58.8%	72,659	59.0%
Age 65 Years or Over	717	19.9%	6,511	21.0%	13,767	21.0%	25,180	20.4%

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Waterview Marketplace

Parsippany-Troy Hills, NJ 07054

Male Age Distribution (2020)

	1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Male Population	3,510	49.3%	30,083	49.2%	63,296	49.1%	120,047	49.4%
Age Under 5 Years	171	4.9%	1,509	5.0%	3,113	4.9%	6,029	5.0%
Age 5 to 9 Years	186	5.3%	1,520	5.1%	3,359	5.3%	6,382	5.3%
Age 10 to 14 Years	225	6.4%	1,735	5.8%	3,821	6.0%	7,050	5.9%
Age 15 to 19 Years	241	6.9%	1,864	6.2%	3,962	6.3%	7,820	6.5%
Age 20 to 24 Years	229	6.5%	1,942	6.5%	3,960	6.3%	8,150	6.8%
Age 25 to 29 Years	223	6.4%	2,013	6.7%	3,848	6.1%	7,928	6.6%
Age 30 to 34 Years	197	5.6%	1,978	6.6%	3,842	6.1%	7,463	6.2%
Age 35 to 39 Years	186	5.3%	1,846	6.1%	3,812	6.0%	7,361	6.1%
Age 40 to 44 Years	217	6.2%	1,786	5.9%	3,795	6.0%	7,330	6.1%
Age 45 to 49 Years	246	7.0%	1,976	6.6%	4,270	6.7%	7,989	6.7%
Age 50 to 54 Years	280	8.0%	2,169	7.2%	4,727	7.5%	8,856	7.4%
Age 55 to 59 Years	295	8.4%	2,459	8.2%	5,303	8.4%	9,584	8.0%
Age 60 to 64 Years	241	6.9%	2,077	6.9%	4,513	7.1%	8,361	7.0%
Age 65 to 69 Years	185	5.3%	1,602	5.3%	3,549	5.6%	6,474	5.4%
Age 70 to 74 Years	150	4.3%	1,389	4.6%	2,961	4.7%	5,422	4.5%
Age 75 to 79 Years	128	3.7%	1,026	3.4%	2,058	3.3%	3,637	3.0%
Age 80 to 84 Years	54	1.5%	572	1.9%	1,200	1.9%	2,122	1.8%
Age 85 Years or Over	55	1.6%	621	2.1%	1,203	1.9%	2,090	1.7%
Male Median Age	41.2		41.5		41.9		40.8	
Age 19 Years or Less	823	23.5%	6,628	22.0%	14,254	22.5%	27,281	22.7%
Age 20 to 64 Years	2,114	60.2%	18,245	60.7%	38,071	60.1%	73,022	60.8%
Age 65 Years or Over	572	16.3%	5,210	17.3%	10,972	17.3%	19,744	16.4%

Males per 100 Females (2020)

Overall Comparison	97		97		97		97	
Age Under 5 Years	123	55.2%	105	51.3%	105	51.3%	106	51.4%
Age 5 to 9 Years	103	50.7%	104	50.9%	107	51.6%	105	51.3%
Age 10 to 14 Years	100	50.1%	102	50.6%	105	51.3%	105	51.3%
Age 15 to 19 Years	122	54.9%	116	53.6%	114	53.2%	113	53.2%
Age 20 to 24 Years	110	52.5%	113	53.0%	112	52.8%	112	52.9%
Age 25 to 29 Years	111	52.5%	101	50.3%	102	50.6%	107	51.7%
Age 30 to 34 Years	105	51.3%	103	50.8%	100	49.9%	102	50.4%
Age 35 to 39 Years	88	46.9%	98	49.6%	95	48.7%	98	49.6%
Age 40 to 44 Years	94	48.4%	98	49.4%	97	49.1%	99	49.8%
Age 45 to 49 Years	92	47.8%	97	49.2%	98	49.5%	99	49.8%
Age 50 to 54 Years	101	50.2%	96	49.0%	97	49.3%	99	49.7%
Age 55 to 59 Years	92	48.0%	100	50.1%	101	50.2%	98	49.6%
Age 60 to 64 Years	100	50.0%	94	48.4%	91	47.5%	93	48.1%
Age 65 to 69 Years	86	46.3%	90	47.2%	90	47.4%	89	47.1%
Age 70 to 74 Years	88	46.7%	92	47.8%	90	47.3%	89	47.1%
Age 75 to 79 Years	82	45.1%	86	46.2%	82	45.0%	80	44.3%
Age 80 to 84 Years	59	37.3%	67	40.2%	70	41.1%	68	40.3%
Age 85 Years or Over	66	39.7%	54	34.9%	52	34.3%	51	33.7%
Age 19 Years or Less	111	52.6%	107	51.7%	108	51.9%	108	51.8%
Age 20 to 39 Years	104	50.9%	104	50.9%	102	50.5%	105	51.2%
Age 40 to 64 Years	96	48.9%	97	49.2%	97	49.2%	98	49.4%
Age 65 Years or Over	80	44.4%	80	44.4%	80	44.4%	78	44.0%

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Household Type (2020)

	1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Total Households	2,743		24,258		50,727		93,172	
Households with Children	888	32.4%	7,221	29.8%	15,240	30.0%	28,387	30.5%
Average Household Size	2.6		2.5		2.5		2.6	
Household Density per Square Mile	874		858		646		605	
Population Family	6,195	87.1%	51,293	84.0%	108,774	84.4%	201,799	83.0%
Population Non-Family	917	12.9%	9,267	15.2%	18,643	14.5%	35,915	14.8%
Population Group Quarters	-	-	533	0.9%	1,410	1.1%	5,533	2.3%
Family Households	1,977	72.1%	16,469	67.9%	35,049	69.1%	63,855	68.5%
Married Couple Households	1,658	83.9%	13,713	83.3%	29,503	84.2%	52,319	81.9%
Other Family Households with Children	319	16.1%	2,756	16.7%	5,546	15.8%	11,536	18.1%
Family Households with Children	884	44.7%	7,184	43.6%	15,172	43.3%	28,215	44.2%
Married Couple with Children	735	83.2%	5,966	83.0%	12,680	83.6%	22,601	80.1%
Other Family Households with Children	149	16.8%	1,218	17.0%	2,492	16.4%	5,614	19.9%
Family Households No Children	1,093	55.3%	9,284	56.4%	19,878	56.7%	35,640	55.8%
Married Couple No Children	923	84.4%	7,747	83.4%	16,823	84.6%	29,718	83.4%
Other Family Households No Children	170	15.6%	1,538	16.6%	3,054	15.4%	5,922	16.6%
Non-Family Households	766	27.9%	7,789	32.1%	15,677	30.9%	29,317	31.5%
Non-Family Households with Children	3	0.4%	37	0.5%	68	0.4%	172	0.6%
Non-Family Households No Children	763	99.6%	7,752	99.5%	15,609	99.6%	29,145	99.4%
Average Family Household Size	3.1		3.1		3.1		3.2	
Average Family Income	\$221,749		\$190,533		\$199,458		\$196,676	
Median Family Income	\$145,601		\$140,895		\$152,229		\$149,053	
Average Non-Family Household Size	1.2		1.2		1.2		1.2	

Marital Status (2020)

Population Age 15 Years or Over	5,986		51,739		108,804		205,315	
Never Married	1,839	30.7%	15,274	29.5%	32,119	29.5%	65,598	32.0%
Currently Married	3,329	55.6%	27,752	53.6%	59,046	54.3%	105,068	51.2%
Previously Married	817	13.7%	8,714	16.8%	17,639	16.2%	34,649	16.9%
Separated	138	16.8%	1,663	19.1%	2,958	16.8%	6,873	19.8%
Widowed	332	40.7%	3,256	37.4%	6,419	36.4%	11,510	33.2%
Divorced	347	42.5%	3,794	43.5%	8,262	46.8%	16,266	46.9%

Educational Attainment (2020)

Adult Population Age 25 Years or Over	5,111		44,602		93,866		175,197	
Elementary (Grade Level 0 to 8)	100	1.9%	1,305	2.9%	2,418	2.6%	6,124	3.5%
Some High School (Grade Level 9 to 11)	153	3.0%	1,273	2.9%	2,263	2.4%	4,768	2.7%
High School Graduate	813	15.9%	7,762	17.4%	16,275	17.3%	32,238	18.4%
Some College	568	11.1%	5,455	12.2%	11,924	12.7%	22,465	12.8%
Associate Degree Only	304	5.9%	2,619	5.9%	5,478	5.8%	10,583	6.0%
Bachelor Degree Only	1,851	36.2%	15,097	33.8%	31,180	33.2%	56,157	32.1%
Graduate Degree	1,322	25.9%	11,093	24.9%	24,329	25.9%	42,862	24.5%
Any College (Some College or Higher)	4,045	79.1%	34,263	76.8%	72,910	77.7%	132,068	75.4%
College Degree + (Bachelor Degree or Higher)	3,173	62.1%	26,190	58.7%	55,508	59.1%	99,019	56.5%

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COMPLETE PROFILE

2000-2010 Census, 2020 Estimates with 2025 Projections

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Lat/Lon: 40.8754/-74.4314

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Waterview Marketplace		1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Parsippany-Troy Hills, NJ 07054									
Housing									
Total Housing Units (2020)	2,819		25,045		52,303		96,266		
Total Housing Units (2010)	2,784		24,894		51,245		92,867		
Historical Annual Growth (2010-2020)	35	0.1%	151	-	1,058	0.2%	3,399	0.4%	
Housing Units Occupied (2020)	2,743	97.3%	24,258	96.9%	50,727	97.0%	93,172	96.8%	
Housing Units Owner-Occupied	1,645	60.0%	16,059	66.2%	37,302	73.5%	66,433	71.3%	
Housing Units Renter-Occupied	1,098	40.0%	8,199	33.8%	13,425	26.5%	26,738	28.7%	
Housing Units Vacant (2020)	76	2.7%	787	3.1%	1,577	3.0%	3,094	3.2%	
Household Size (2020)									
Total Households	2,743		24,258		50,727		93,172		
1 Person Households	642	23.4%	6,560	27.0%	13,222	26.1%	24,430	26.2%	
2 Person Households	888	32.4%	7,806	32.2%	16,545	32.6%	29,709	31.9%	
3 Person Households	501	18.3%	4,016	16.6%	8,431	16.6%	15,285	16.4%	
4 Person Households	451	16.5%	3,637	15.0%	7,995	15.8%	14,448	15.5%	
5 Person Households	186	6.8%	1,521	6.3%	3,168	6.2%	6,079	6.5%	
6 Person Households	51	1.9%	482	2.0%	933	1.8%	1,983	2.1%	
7 or More Person Households	24	0.9%	236	1.0%	433	0.9%	1,238	1.3%	
Household Income Distribution (2020)									
HH Income \$200,000 or More	655	23.9%	4,829	19.9%	11,761	23.2%	21,299	22.9%	
HH Income \$150,000 to \$199,999	270	9.8%	2,942	12.1%	6,815	13.4%	12,291	13.2%	
HH Income \$125,000 to \$149,999	200	7.3%	2,107	8.7%	4,489	8.9%	7,956	8.5%	
HH Income \$100,000 to \$124,999	288	10.5%	3,036	12.5%	6,112	12.0%	11,003	11.8%	
HH Income \$75,000 to \$99,999	344	12.5%	2,848	11.7%	5,689	11.2%	10,632	11.4%	
HH Income \$50,000 to \$74,999	345	12.6%	3,209	13.2%	6,277	12.4%	11,489	12.3%	
HH Income \$35,000 to \$49,999	293	10.7%	1,934	8.0%	3,680	7.3%	6,737	7.2%	
HH Income \$25,000 to \$34,999	115	4.2%	1,098	4.5%	1,885	3.7%	3,568	3.8%	
HH Income \$15,000 to \$24,999	112	4.1%	1,026	4.2%	2,114	4.2%	4,077	4.4%	
HH Income \$10,000 to \$14,999	13	0.5%	352	1.5%	617	1.2%	1,532	1.6%	
HH Income Under \$10,000	108	4.0%	877	3.6%	1,289	2.5%	2,588	2.8%	
Household Vehicles (2020)									
Households 0 Vehicles Available	123	4.5%	1,538	6.3%	2,373	4.7%	5,206	5.6%	
Households 1 Vehicle Available	743	27.1%	7,290	30.1%	14,582	28.7%	26,783	28.7%	
Households 2 Vehicles Available	1,224	44.6%	9,644	39.8%	21,423	42.2%	38,646	41.5%	
Households 3 or More Vehicles Available	654	23.8%	5,786	23.9%	12,348	24.3%	22,536	24.2%	
Total Vehicles Available	5,290		46,197		99,584		180,829		
Average Vehicles per Household	1.9		1.9		2.0		1.9		
Owner-Occupied Household Vehicles	3,663	69.2%	35,074	75.9%	81,120	81.5%	143,811	79.5%	
Average Vehicles per Owner-Occupied Household	2.2		2.2		2.2		2.2		
Renter-Occupied Household Vehicles	1,627	30.8%	11,122	24.1%	18,464	18.5%	37,018	20.5%	
Average Vehicles per Renter-Occupied Household	1.5		1.4		1.4		1.4		
Travel Time (2020)									
Worker Base Age 16 years or Over	3,932		33,742		71,208		134,259		
Travel to Work in 14 Minutes or Less	1,080	27.5%	7,581	22.5%	16,092	22.6%	29,895	22.3%	
Travel to Work in 15 to 29 Minutes	1,296	33.0%	12,259	36.3%	25,389	35.7%	47,731	35.6%	
Travel to Work in 30 to 59 Minutes	818	20.8%	8,632	25.6%	18,386	25.8%	36,091	26.9%	
Travel to Work in 60 Minutes or More	406	10.3%	3,822	11.3%	8,427	11.8%	14,675	10.9%	
Work at Home	303	7.7%	1,802	5.3%	4,100	5.8%	8,119	6.0%	
Average Minutes Travel to Work	21.7		23.3		23.8		23.8		

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Waterview Marketplace

Parsippany-Troy Hills, NJ 07054

Transportation To Work (2020)

	1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Worker Base Age 16 years or Over	3,932		33,742		71,208		134,259	
Drive to Work Alone	3,167	80.5%	27,341	81.0%	58,300	81.9%	107,271	79.9%
Drive to Work in Carpool	187	4.7%	2,106	6.2%	3,793	5.3%	8,896	6.6%
Travel to Work by Public Transportation	214	5.4%	1,742	5.2%	3,757	5.3%	6,950	5.2%
Drive to Work on Motorcycle	2	-	9	-	38	-	49	-
Bicycle to Work	14	0.4%	58	0.2%	118	0.2%	224	0.2%
Walk to Work	29	0.7%	365	1.1%	668	0.9%	1,925	1.4%
Other Means	18	0.4%	319	0.9%	435	0.6%	825	0.6%
Work at Home	303	7.7%	1,802	5.3%	4,100	5.8%	8,119	6.0%

Daytime Demographics (2020)

Total Businesses	606		4,094		8,199		15,783	
Total Employees	9,427		64,847		116,884		225,334	
Company Headquarter Businesses	18	3.0%	109	2.7%	141	1.7%	240	1.5%
Company Headquarter Employees	1,294	13.7%	18,286	28.2%	22,462	19.2%	50,089	22.2%
Employee Population per Business	15.6 to 1		15.8 to 1		14.3 to 1		14.3 to 1	
Residential Population per Business	11.7 to 1		14.9 to 1		15.7 to 1		15.4 to 1	
Adj. Daytime Demographics Age 16 Years or Over	11,404		81,688		151,485		290,791	

Labor Force

Labor Population Age 16 Years or Over (2020)	5,873		50,941		107,115		202,330	
Labor Force Total Males (2020)	2,871	48.9%	24,878	48.8%	52,095	48.6%	98,986	48.9%
Male Civilian Employed	2,130	74.2%	18,568	74.6%	38,864	74.6%	73,368	74.1%
Male Civilian Unemployed	55	1.9%	488	2.0%	863	1.7%	1,552	1.6%
Males in Armed Forces	19	0.7%	36	0.1%	36	-	146	0.1%
Males Not in Labor Force	667	23.2%	5,787	23.3%	12,332	23.7%	23,920	24.2%
Labor Force Total Females (2020)	3,002	51.1%	26,063	51.2%	55,020	51.4%	103,345	51.1%
Female Civilian Employed	1,747	58.2%	15,496	59.5%	33,615	61.1%	63,359	61.3%
Female Civilian Unemployed	54	1.8%	421	1.6%	900	1.6%	1,652	1.6%
Females in Armed Forces	-	-	-	-	-	-	-	-
Females Not in Labor Force	1,201	40.0%	10,145	38.9%	20,506	37.3%	38,334	37.1%
Unemployment Rate	109	1.9%	909	1.8%	1,763	1.6%	3,204	1.6%

Occupation (2020)

Occupation Population Age 16 Years or Over	3,877		34,064		72,478		136,727	
Occupation Total Males	2,130	54.9%	18,568	54.5%	38,864	53.6%	73,368	53.7%
Occupation Total Females	1,747	45.1%	15,496	45.5%	33,615	46.4%	63,359	46.3%
Management, Business, Financial Operations	741	-	7,012	20.6%	16,726	23.1%	31,184	22.8%
Professional, Related	1,182	30.5%	11,599	34.1%	24,692	34.1%	43,445	31.8%
Service	458	11.8%	4,107	12.1%	8,035	11.1%	16,861	12.3%
Sales, Office	1,042	26.9%	7,725	22.7%	15,928	22.0%	29,563	21.6%
Farming, Fishing, Forestry	-	-	16	-	27	-	41	-
Construction, Extraction, Maintenance	111	2.9%	1,474	4.3%	3,047	4.2%	6,543	4.8%
Production, Transport, Material Moving	343	8.8%	2,132	6.3%	4,023	5.6%	9,091	6.6%
White Collar Workers	2,965	76.5%	26,336	77.3%	57,345	79.1%	104,192	76.2%
Blue Collar Workers	912	23.5%	7,728	22.7%	15,133	20.9%	32,536	23.8%

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RFULL9

Waterview Marketplace

Parsippany-Troy Hills, NJ 07054

Units In Structure (2020)

	1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Total Units	2,676		23,772		49,086		88,528	
1 Detached Unit	1,553	58.0%	15,353	64.6%	33,031	67.3%	57,736	65.2%
1 Attached Unit	108	4.0%	1,428	6.0%	4,766	9.7%	9,029	10.2%
2 Units	80	3.0%	1,035	4.4%	1,778	3.6%	4,355	4.9%
3 to 4 Units	101	3.8%	714	3.0%	1,191	2.4%	2,681	3.0%
5 to 9 Units	123	4.6%	760	3.2%	1,685	3.4%	3,507	4.0%
10 to 19 Units	230	8.6%	1,460	6.1%	2,849	5.8%	4,705	5.3%
20 to 49 Units	214	8.0%	1,554	6.5%	2,287	4.7%	4,741	5.4%
50 or More Units	333	12.5%	1,944	8.2%	3,128	6.4%	6,399	7.2%
Mobile Home or Trailer	-	-	9	-	10	-	19	-
Other Structure	-	-	-	-	-	-	-	-

Homes Built By Year (2020)

Homes Built 2014 or later	21	0.8%	254	1.0%	595	1.1%	1,174	1.2%
Homes Built 2010 to 2013	23	0.8%	219	0.9%	588	1.1%	1,149	1.2%
Homes Built 2000 to 2009	54	1.9%	1,438	5.7%	3,275	6.3%	6,575	6.8%
Homes Built 1990 to 1999	132	4.7%	1,965	7.8%	6,301	12.0%	11,409	11.9%
Homes Built 1980 to 1989	205	7.3%	2,030	8.1%	4,881	9.3%	10,251	10.6%
Homes Built 1970 to 1979	409	14.5%	3,037	12.1%	6,224	11.9%	11,409	11.9%
Homes Built 1960 to 1969	1,017	36.1%	6,017	24.0%	10,681	20.4%	18,158	18.9%
Homes Built 1950 to 1959	322	11.4%	4,108	16.4%	8,743	16.7%	14,842	15.4%
Homes Built 1940 to 1949	199	7.1%	1,713	6.8%	3,301	6.3%	5,868	6.1%
Homes Built Before 1939	362	12.8%	3,477	13.9%	6,137	11.7%	12,336	12.8%
Median Age of Homes	51.0	yrs	49.2	yrs	46.6	yrs	46.3	yrs

Home Values (2020)

Owner Specified Housing Units	1,611		15,847		36,364		64,195	
Home Values \$1,000,000 or More	138	8.6%	477	3.0%	1,133	3.1%	2,038	3.2%
Home Values \$750,000 to \$999,999	220	13.6%	1,043	6.6%	3,258	9.0%	6,326	9.9%
Home Values \$500,000 to \$749,999	401	24.9%	4,309	27.2%	11,924	32.8%	21,068	32.8%
Home Values \$400,000 to \$499,999	396	24.6%	3,919	24.7%	7,838	21.6%	12,796	19.9%
Home Values \$300,000 to \$399,999	246	15.3%	3,874	24.4%	7,814	21.5%	13,722	21.4%
Home Values \$250,000 to \$299,999	44	2.7%	1,059	6.7%	2,128	5.9%	4,166	6.5%
Home Values \$200,000 to \$249,999	53	3.3%	564	3.6%	1,224	3.4%	2,554	4.0%
Home Values \$175,000 to \$199,999	2	0.1%	58	0.4%	135	0.4%	318	0.5%
Home Values \$150,000 to \$174,999	12	0.8%	150	0.9%	370	1.0%	674	1.0%
Home Values \$125,000 to \$149,999	13	0.8%	60	0.4%	216	0.6%	419	0.7%
Home Values \$100,000 to \$124,999	1	-	76	0.5%	192	0.5%	333	0.5%
Home Values \$90,000 to \$99,999	1	-	22	0.1%	123	0.3%	229	0.4%
Home Values \$80,000 to \$89,999	21	1.3%	39	0.2%	95	0.3%	138	0.2%
Home Values \$70,000 to \$79,999	-	-	14	-	62	0.2%	89	0.1%
Home Values \$60,000 to \$69,999	-	-	11	-	49	0.1%	146	0.2%
Home Values \$50,000 to \$59,999	6	0.4%	16	0.1%	78	0.2%	155	0.2%
Home Values \$35,000 to \$49,999	7	0.4%	61	0.4%	114	0.3%	219	0.3%
Home Values \$25,000 to \$34,999	19	1.2%	51	0.3%	91	0.2%	169	0.3%
Home Values \$10,000 to \$24,999	-	-	1	-	10	-	22	-
Home Values Under \$10,000	6	0.3%	38	0.2%	99	0.3%	198	0.3%
Owner-Occupied Median Home Value	\$567,663		\$474,049		\$493,254		\$493,203	
Renter-Occupied Median Rent	\$1,172		\$1,341		\$1,515		\$1,584	

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RFULL9

Waterview Marketplace

Parsippany-Troy Hills, NJ 07054

Total Annual Consumer Expenditure (2020)

	1 mi radius	3 mi radius	5 mi radius	7 mi radius
Total Household Expenditure	\$302.14 M	\$2.32 B	\$5.12 B	\$9.39 B
Total Non-Retail Expenditure	\$160.99 M	\$1.24 B	\$2.73 B	\$5 B
Total Retail Expenditure	\$141.15 M	\$1.09 B	\$2.4 B	\$4.39 B
Apparel	\$10.94 M	\$83.83 M	\$185.42 M	\$340.02 M
Contributions	\$10.9 M	\$82.44 M	\$184.88 M	\$338.31 M
Education	\$10.79 M	\$80.87 M	\$182.43 M	\$334.67 M
Entertainment	\$17.64 M	\$135.46 M	\$300.68 M	\$550.54 M
Food and Beverages	\$43.42 M	\$335.19 M	\$736.09 M	\$1.35 B
Furnishings and Equipment	\$10.86 M	\$83.6 M	\$185.39 M	\$339.38 M
Gifts	\$8.49 M	\$63.3 M	\$141.91 M	\$259.97 M
Health Care	\$24.28 M	\$188.58 M	\$414.05 M	\$757.81 M
Household Operations	\$12.24 M	\$93.76 M	\$208.15 M	\$381.19 M
Miscellaneous Expenses	\$5.78 M	\$44.44 M	\$98.25 M	\$179.88 M
Personal Care	\$4.03 M	\$31.13 M	\$68.64 M	\$125.77 M
Personal Insurance	\$2.32 M	\$17.73 M	\$39.76 M	\$72.69 M
Reading	\$668.95 K	\$5.14 M	\$11.4 M	\$20.87 M
Shelter	\$63.53 M	\$487.85 M	\$1.07 B	\$1.97 B
Tobacco	\$1.51 M	\$11.84 M	\$25.18 M	\$46.31 M
Transportation	\$54.12 M	\$417.83 M	\$920.11 M	\$1.68 B
Utilities	\$20.6 M	\$160.01 M	\$348.94 M	\$639.78 M

Monthly Household Consumer Expenditure (2020)

	1 mi radius	3 mi radius	5 mi radius	7 mi radius
Total Household Expenditure	\$9,178	\$7,980	\$8,419	\$8,399
Total Non-Retail Expenditure	\$4,890 53.3%	\$4,243 53.2%	\$4,480 53.2%	\$4,471 53.2%
Total Retail Expenditures	\$4,288 46.7%	\$3,737 46.8%	\$3,939 46.8%	\$3,928 46.8%
Apparel	\$332 3.6%	\$288 3.6%	\$305 3.6%	\$304 3.6%
Contributions	\$331 3.6%	\$283 3.5%	\$304 3.6%	\$303 3.6%
Education	\$328 3.6%	\$278 3.5%	\$300 3.6%	\$299 3.6%
Entertainment	\$536 5.8%	\$465 5.8%	\$494 5.9%	\$492 5.9%
Food and Beverages	\$1,319 14.4%	\$1,151 14.4%	\$1,209 14.4%	\$1,207 14.4%
Furnishings and Equipment	\$330 3.6%	\$287 3.6%	\$305 3.6%	\$304 3.6%
Gifts	\$258 2.8%	\$217 2.7%	\$233 2.8%	\$233 2.8%
Health Care	\$737 8.0%	\$648 8.1%	\$680 8.1%	\$678 8.1%
Household Operations	\$372 4.0%	\$322 4.0%	\$342 4.1%	\$341 4.1%
Miscellaneous Expenses	\$175 1.9%	\$153 1.9%	\$161 1.9%	\$161 1.9%
Personal Care	\$123 1.3%	\$107 1.3%	\$113 1.3%	\$112 1.3%
Personal Insurance	\$71 0.8%	\$61 0.8%	\$65 0.8%	\$65 0.8%
Reading	\$20 0.2%	\$18 0.2%	\$19 0.2%	\$19 0.2%
Shelter	\$1,930 21.0%	\$1,676 21.0%	\$1,763 20.9%	\$1,761 21.0%
Tobacco	\$46 0.5%	\$41 0.5%	\$41 0.5%	\$41 0.5%
Transportation	\$1,644 17.9%	\$1,435 18.0%	\$1,512 18.0%	\$1,507 17.9%
Utilities	\$626 6.8%	\$550 6.9%	\$573 6.8%	\$572 6.8%

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