

Troy Hills Shopping Center  
1157 US Highway 46, Parsippany, New Jersey, 07054  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 40.86301  
Longitude: -74.38810

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	8,202	55,668	118,588
2010 Total Population	8,529	57,611	120,919
2019 Total Population	9,088	59,094	124,883
2019 Group Quarters	77	501	887
2024 Total Population	9,338	59,847	127,351
2017-2022 Annual Rate	0.54%	0.25%	0.39%
2019 Total Daytime Population	9,964	62,530	183,836
Workers	5,617	34,759	123,780
Residents	4,347	27,771	60,056
<b>Household Summary</b>			
2000 Households	3,441	21,223	44,286
2000 Average Household Size	2.37	2.60	2.65
2010 Households	3,367	21,685	45,350
2010 Average Household Size	2.51	2.63	2.65
2019 Households	3,590	22,098	46,590
2019 Average Household Size	2.51	2.65	2.66
2024 Households	3,694	22,347	47,484
2024 Average Household Size	2.51	2.66	2.66
2017-2022 Annual Rate	0.57%	0.22%	0.38%
2010 Families	2,218	15,605	32,818
2010 Average Family Size	3.15	3.15	3.16
2019 Families	2,351	15,869	33,671
2019 Average Family Size	3.16	3.17	3.19
2024 Families	2,415	16,048	34,285
2024 Average Family Size	3.15	3.18	3.19
2017-2022 Annual Rate	0.54%	0.22%	0.36%
<b>Housing Unit Summary</b>			
2000 Housing Units	3,496	21,619	45,169
Owner Occupied Housing Units	37.5%	63.7%	72.9%
Renter Occupied Housing Units	60.9%	34.5%	25.2%
Vacant Housing Units	1.6%	1.8%	2.0%
2010 Housing Units	3,512	22,652	47,311
Owner Occupied Housing Units	45.7%	62.6%	71.0%
Renter Occupied Housing Units	50.2%	33.2%	24.9%
Vacant Housing Units	4.1%	4.3%	4.1%
2019 Housing Units	3,771	23,237	48,702
Owner Occupied Housing Units	41.4%	58.7%	67.7%
Renter Occupied Housing Units	53.9%	36.4%	28.0%
Vacant Housing Units	4.8%	4.9%	4.3%
2024 Housing Units	3,896	23,601	49,749
Owner Occupied Housing Units	40.7%	58.8%	67.8%
Renter Occupied Housing Units	54.2%	35.9%	27.7%
Vacant Housing Units	5.2%	5.3%	4.6%
<b>Median Household Income</b>			
2019	\$83,606	\$103,037	\$113,909
2024	\$97,778	\$112,363	\$125,478
<b>Median Home Value</b>			
2019	\$480,211	\$467,284	\$499,280
2024	\$491,968	\$488,048	\$539,474
<b>Per Capita Income</b>			
2019	\$48,379	\$49,969	\$57,873
2024	\$55,312	\$56,261	\$64,777
<b>Median Age</b>			
2010	40.5	41.0	42.6
2019	40.4	42.4	44.6
2024	40.8	43.1	45.0

**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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<b>2019 Households by Income</b>			
Household Income Base	3,590	22,098	46,590
<\$15,000	10.1%	5.2%	4.8%
\$15,000 - \$24,999	4.5%	3.6%	3.5%
\$25,000 - \$34,999	6.3%	5.3%	4.8%
\$35,000 - \$49,999	7.2%	8.0%	6.7%
\$50,000 - \$74,999	18.0%	14.3%	12.0%
\$75,000 - \$99,999	9.7%	11.6%	10.6%
\$100,000 - \$149,999	17.2%	21.0%	20.5%
\$150,000 - \$199,999	11.0%	13.4%	14.3%
\$200,000+	16.0%	17.5%	22.8%
Average Household Income	\$119,614	\$135,080	\$155,424
<b>2024 Households by Income</b>			
Household Income Base	3,694	22,347	47,484
<\$15,000	8.6%	4.5%	4.1%
\$15,000 - \$24,999	3.9%	3.1%	3.0%
\$25,000 - \$34,999	5.4%	4.5%	4.0%
\$35,000 - \$49,999	6.1%	6.8%	5.7%
\$50,000 - \$74,999	16.7%	12.8%	10.6%
\$75,000 - \$99,999	10.0%	10.9%	9.9%
\$100,000 - \$149,999	18.0%	21.6%	20.7%
\$150,000 - \$199,999	12.0%	14.9%	15.4%
\$200,000+	19.2%	20.8%	26.5%
Average Household Income	\$136,607	\$152,220	\$174,049
<b>2019 Owner Occupied Housing Units by Value</b>			
Total	1,555	13,626	32,967
<\$50,000	0.9%	1.1%	0.9%
\$50,000 - \$99,999	0.0%	0.5%	0.6%
\$100,000 - \$149,999	0.1%	0.4%	0.4%
\$150,000 - \$199,999	0.9%	1.2%	1.0%
\$200,000 - \$249,999	0.4%	2.6%	1.8%
\$250,000 - \$299,999	0.7%	5.2%	4.0%
\$300,000 - \$399,999	10.4%	20.5%	16.5%
\$400,000 - \$499,999	45.7%	27.5%	24.9%
\$500,000 - \$749,999	39.9%	31.5%	35.3%
\$750,000 - \$999,999	0.8%	7.2%	10.1%
\$1,000,000 +	0.2%	2.0%	3.3%
Average Home Value	\$505,949	\$509,059	\$559,618
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	1,579	13,873	33,721
<\$50,000	0.3%	0.3%	0.3%
\$50,000 - \$99,999	0.0%	0.2%	0.3%
\$100,000 - \$149,999	0.0%	0.2%	0.2%
\$150,000 - \$199,999	0.6%	0.8%	0.7%
\$200,000 - \$249,999	0.2%	1.9%	1.3%
\$250,000 - \$299,999	0.4%	4.2%	3.0%
\$300,000 - \$399,999	8.2%	18.3%	14.2%
\$400,000 - \$499,999	43.8%	27.3%	24.0%
\$500,000 - \$749,999	45.2%	35.0%	38.7%
\$750,000 - \$999,999	1.0%	8.9%	12.2%
\$1,000,000 +	0.2%	2.4%	4.0%
Average Home Value	\$522,765	\$538,225	\$593,218

**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.

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<b>2010 Population by Age</b>			
Total	8,532	57,607	120,917
0 - 4	5.7%	5.5%	5.2%
5 - 9	5.6%	6.1%	6.3%
10 - 14	5.5%	6.3%	6.9%
15 - 24	9.4%	10.2%	10.2%
25 - 34	16.2%	13.4%	10.9%
35 - 44	14.0%	14.7%	14.3%
45 - 54	14.8%	16.3%	16.8%
55 - 64	12.3%	12.6%	13.2%
65 - 74	8.7%	8.0%	8.3%
75 - 84	5.5%	4.9%	5.3%
85 +	2.1%	2.0%	2.6%
18 +	79.9%	78.2%	77.4%
<b>2019 Population by Age</b>			
Total	9,089	59,095	124,883
0 - 4	5.2%	4.9%	4.6%
5 - 9	5.0%	5.5%	5.5%
10 - 14	5.2%	6.2%	6.5%
15 - 24	9.9%	10.2%	10.4%
25 - 34	17.7%	13.1%	11.0%
35 - 44	12.4%	13.4%	12.5%
45 - 54	13.1%	14.2%	14.6%
55 - 64	13.1%	14.0%	14.7%
65 - 74	9.3%	10.1%	10.8%
75 - 84	6.2%	5.7%	6.2%
85 +	2.9%	2.6%	3.1%
18 +	81.5%	79.7%	79.4%
<b>2024 Population by Age</b>			
Total	9,338	59,849	127,353
0 - 4	5.2%	4.9%	4.7%
5 - 9	4.8%	5.2%	5.3%
10 - 14	4.8%	5.7%	5.9%
15 - 24	9.4%	9.9%	9.8%
25 - 34	18.1%	13.1%	11.0%
35 - 44	12.7%	13.8%	13.3%
45 - 54	12.3%	13.4%	13.4%
55 - 64	12.9%	13.8%	14.5%
65 - 74	9.7%	10.7%	11.6%
75 - 84	6.7%	6.6%	7.2%
85 +	3.5%	2.8%	3.3%
18 +	82.3%	80.6%	80.4%
<b>2010 Population by Sex</b>			
Males	4,142	28,307	58,873
Females	4,387	29,304	62,046
<b>2019 Population by Sex</b>			
Males	4,416	29,000	60,875
Females	4,672	30,094	64,008
<b>2024 Population by Sex</b>			
Males	4,536	29,407	62,213
Females	4,802	30,440	65,138

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<b>2010 Population by Race/Ethnicity</b>			
Total	8,530	57,611	120,918
White Alone	58.3%	66.8%	75.7%
Black Alone	4.3%	2.6%	2.2%
American Indian Alone	0.2%	0.2%	0.1%
Asian Alone	32.3%	25.8%	18.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.2%	2.0%	1.5%
Two or More Races	2.7%	2.7%	2.1%
Hispanic Origin	8.3%	7.5%	6.5%
Diversity Index	62.2	55.8	46.7
<b>2019 Population by Race/Ethnicity</b>			
Total	9,088	59,094	124,884
White Alone	51.0%	60.7%	70.7%
Black Alone	5.1%	3.0%	2.6%
American Indian Alone	0.2%	0.2%	0.1%
Asian Alone	37.7%	30.4%	22.0%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	2.8%	2.5%	1.9%
Two or More Races	3.3%	3.2%	2.7%
Hispanic Origin	10.6%	9.6%	8.5%
Diversity Index	67.2	61.9	53.7
<b>2024 Population by Race/Ethnicity</b>			
Total	9,338	59,847	127,350
White Alone	47.0%	57.1%	67.6%
Black Alone	5.3%	3.2%	2.8%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	40.8%	33.1%	24.2%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	3.1%	2.8%	2.2%
Two or More Races	3.5%	3.6%	3.0%
Hispanic Origin	11.9%	11.0%	10.0%
Diversity Index	69.2	64.8	57.6
<b>2010 Population by Relationship and Household Type</b>			
Total	8,529	57,611	120,919
In Households	99.1%	99.1%	99.2%
In Family Households	82.7%	86.4%	86.9%
Householder	26.6%	26.9%	27.1%
Spouse	22.3%	22.6%	22.9%
Child	28.0%	30.6%	31.5%
Other relative	4.9%	5.2%	4.4%
Nonrelative	0.9%	1.1%	1.0%
In Nonfamily Households	16.4%	12.7%	12.3%
In Group Quarters	0.9%	0.9%	0.8%
Institutionalized Population	0.8%	0.8%	0.6%
Noninstitutionalized Population	0.1%	0.1%	0.2%

**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>2019 Population 25+ by Educational Attainment</b>			
Total	6,794	43,232	91,080
Less than 9th Grade	3.7%	2.6%	2.4%
9th - 12th Grade, No Diploma	2.6%	3.2%	2.8%
High School Graduate	14.0%	17.9%	17.6%
GED/Alternative Credential	1.2%	1.3%	1.2%
Some College, No Degree	8.9%	11.5%	12.4%
Associate Degree	7.0%	5.9%	6.3%
Bachelor's Degree	36.7%	33.9%	32.9%
Graduate/Professional Degree	25.8%	23.6%	24.3%
<b>2019 Population 15+ by Marital Status</b>			
Total	7,691	49,279	104,099
Never Married	25.1%	28.0%	27.0%
Married	63.1%	60.4%	60.3%
Widowed	6.0%	5.2%	5.9%
Divorced	5.8%	6.3%	6.8%
<b>2019 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	96.5%	96.0%	96.1%
Civilian Unemployed (Unemployment Rate)	3.5%	4.0%	3.9%
<b>2019 Employed Population 16+ by Industry</b>			
Total	4,853	31,993	66,102
Agriculture/Mining	0.1%	0.1%	0.2%
Construction	2.2%	4.0%	4.1%
Manufacturing	12.4%	11.4%	10.8%
Wholesale Trade	1.5%	2.5%	3.2%
Retail Trade	10.7%	10.6%	10.2%
Transportation/Utilities	6.6%	5.0%	4.4%
Information	2.7%	3.2%	3.2%
Finance/Insurance/Real Estate	10.1%	10.2%	11.2%
Services	52.1%	49.8%	49.0%
Public Administration	1.6%	3.3%	3.8%
<b>2019 Employed Population 16+ by Occupation</b>			
Total	4,854	31,995	66,103
White Collar	83.7%	77.4%	77.9%
Management/Business/Financial	22.7%	21.4%	22.7%
Professional	37.4%	30.7%	29.5%
Sales	8.7%	11.2%	11.9%
Administrative Support	14.9%	14.0%	13.8%
Services	8.4%	11.8%	12.0%
Blue Collar	7.9%	10.8%	10.2%
Farming/Forestry/Fishing	0.0%	0.1%	0.2%
Construction/Extraction	0.9%	1.9%	2.0%
Installation/Maintenance/Repair	1.1%	2.1%	2.0%
Production	1.9%	3.0%	2.6%
Transportation/Material Moving	4.0%	3.7%	3.3%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	8,529	57,611	120,919
Population Inside Urbanized Area	100.0%	99.9%	99.1%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.1%	0.9%

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<b>2010 Households by Type</b>			
Total	3,367	21,685	45,351
Households with 1 Person	28.4%	23.2%	23.3%
Households with 2+ People	71.6%	76.8%	76.7%
Family Households	65.9%	72.0%	72.4%
Husband-wife Families	55.2%	60.4%	61.3%
With Related Children	25.0%	28.8%	28.8%
Other Family (No Spouse Present)	10.7%	11.6%	11.1%
Other Family with Male Householder	3.3%	3.4%	3.1%
With Related Children	1.1%	1.4%	1.3%
Other Family with Female Householder	7.4%	8.1%	8.0%
With Related Children	3.2%	3.7%	3.7%
Nonfamily Households	5.7%	4.8%	4.4%
All Households with Children	29.6%	34.1%	34.0%
Multigenerational Households	3.9%	5.0%	4.3%
Unmarried Partner Households	4.8%	4.0%	3.7%
Male-female	4.2%	3.5%	3.0%
Same-sex	0.5%	0.5%	0.7%
<b>2010 Households by Size</b>			
Total	3,366	21,684	45,352
1 Person Household	28.4%	23.2%	23.3%
2 Person Household	33.2%	31.3%	31.3%
3 Person Household	16.1%	18.2%	17.8%
4 Person Household	13.6%	17.1%	17.4%
5 Person Household	5.8%	6.9%	7.1%
6 Person Household	1.9%	2.2%	2.2%
7 + Person Household	1.0%	1.1%	1.0%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	3,367	21,685	45,350
Owner Occupied	47.7%	65.3%	74.0%
Owned with a Mortgage/Loan	34.1%	47.1%	52.2%
Owned Free and Clear	13.6%	18.3%	21.8%
Renter Occupied	52.3%	34.7%	26.0%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	3,512	22,652	47,311
Housing Units Inside Urbanized Area	100.0%	99.9%	99.1%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.1%	0.9%

**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.

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<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	Trendsetters (3C)	Pleasantville (2B)	Pleasantville (2B)
<b>2.</b>	Golden Years (9B)	Trendsetters (3C)	Top Tier (1A)
<b>3.</b>	Savvy Suburbanites (1D)	Professional Pride (1B)	Savvy Suburbanites (1D)
<b>2019 Consumer Spending</b>			
Apparel & Services: Total \$	\$10,477,152	\$70,881,341	\$169,300,456
Average Spent	\$2,918.43	\$3,207.59	\$3,633.84
Spending Potential Index	136	150	170
Education: Total \$	\$8,613,664	\$62,844,881	\$152,390,837
Average Spent	\$2,399.35	\$2,843.92	\$3,270.89
Spending Potential Index	151	178	205
Entertainment/Recreation: Total \$	\$15,388,204	\$107,801,051	\$262,593,235
Average Spent	\$4,286.41	\$4,878.32	\$5,636.26
Spending Potential Index	131	149	172
Food at Home: Total \$	\$24,277,992	\$163,682,409	\$392,205,272
Average Spent	\$6,762.67	\$7,407.11	\$8,418.23
Spending Potential Index	131	143	163
Food Away from Home: Total \$	\$18,058,337	\$120,443,005	\$287,703,267
Average Spent	\$5,030.18	\$5,450.40	\$6,175.22
Spending Potential Index	137	148	168
Health Care: Total \$	\$25,887,021	\$182,654,537	\$451,648,194
Average Spent	\$7,210.87	\$8,265.66	\$9,694.10
Spending Potential Index	122	139	163
HH Furnishings & Equipment: Total \$	\$9,891,264	\$68,997,874	\$168,680,150
Average Spent	\$2,755.23	\$3,122.36	\$3,620.52
Spending Potential Index	129	146	170
Personal Care Products & Services: Total \$	\$4,207,641	\$28,733,524	\$69,994,099
Average Spent	\$1,172.04	\$1,300.28	\$1,502.34
Spending Potential Index	132	147	169
Shelter: Total \$	\$96,384,868	\$651,442,963	\$1,551,527,318
Average Spent	\$26,848.15	\$29,479.72	\$33,301.72
Spending Potential Index	145	159	180
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$11,422,207	\$80,419,498	\$201,709,441
Average Spent	\$3,181.67	\$3,639.22	\$4,329.46
Spending Potential Index	128	147	175
Travel: Total \$	\$11,418,688	\$80,776,055	\$197,672,134
Average Spent	\$3,180.69	\$3,655.36	\$4,242.80
Spending Potential Index	142	163	189
Vehicle Maintenance & Repairs: Total \$	\$5,089,695	\$35,040,200	\$86,742,309
Average Spent	\$1,417.74	\$1,585.67	\$1,861.82
Spending Potential Index	124	139	163

**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.