



Market Profile

Whitehouse Mall
 531 Route 22 East Whitehouse Station NJ 08889
 Rings: 3, 5, 7 mile radii

Latitude: 40.6202
 Longitude: -74.7643

	3 mile	5 mile	7 mile
Population Summary			
2010 Total Population	9,232	26,427	71,209
2020 Total Population	9,477	27,090	72,255
2020 Group Quarters	23	55	1,477
2023 Total Population	9,308	26,850	72,006
2023 Group Quarters	23	55	1,480
2028 Total Population	9,856	27,880	72,373
2023-2028 Annual Rate	1.15%	0.76%	0.10%
2023 Total Daytime Population	13,412	33,472	79,526
Workers	8,268	19,652	44,271
Residents	5,144	13,820	35,255
Household Summary			
2010 Households	3,588	9,804	26,137
2010 Average Household Size	2.57	2.69	2.67
2020 Total Households	3,850	10,519	27,232
2020 Average Household Size	2.46	2.57	2.60
2023 Total Households	3,950	10,714	27,524
2023 Average Household Size	2.35	2.50	2.56
2028 Total Households	4,261	11,368	28,200
2028 Average Household Size	2.31	2.45	2.51
2023-2028 Annual Rate	1.53%	1.19%	0.49%
2010 Families	2,583	7,411	19,423
2010 Average Family Size	3.07	3.13	3.15
2023 Families	2,766	7,881	19,977
2023 Average Family Size	2.88	2.98	3.09
2028 Families	2,971	8,318	20,432
2028 Average Family Size	2.83	2.92	3.03
2023-2028 Annual Rate	1.44%	1.09%	0.45%
Housing Unit Summary			
2000 Housing Units	3,506	9,588	25,690
Owner Occupied Housing Units	86.9%	88.2%	87.7%
Renter Occupied Housing Units	11.2%	9.6%	10.0%
Vacant Housing Units	1.9%	2.2%	2.4%
2010 Housing Units	3,731	10,205	27,074
Owner Occupied Housing Units	84.7%	85.3%	85.8%
Renter Occupied Housing Units	11.4%	10.8%	10.8%
Vacant Housing Units	3.8%	3.9%	3.5%
2020 Housing Units	4,053	11,005	28,466
Vacant Housing Units	5.0%	4.4%	4.3%
2023 Housing Units	4,336	11,358	28,861
Owner Occupied Housing Units	79.8%	82.0%	83.0%
Renter Occupied Housing Units	11.3%	12.4%	12.4%
Vacant Housing Units	8.9%	5.7%	4.6%
2028 Housing Units	4,636	11,965	29,572
Owner Occupied Housing Units	76.3%	79.1%	82.0%
Renter Occupied Housing Units	15.7%	15.9%	13.4%
Vacant Housing Units	8.1%	5.0%	4.6%
Median Household Income			
2023	\$115,850	\$134,843	\$146,609
2028	\$131,148	\$150,308	\$159,116
Median Home Value			
2023	\$489,315	\$532,011	\$536,345
2028	\$523,835	\$561,939	\$565,575
Per Capita Income			
2023	\$70,222	\$78,930	\$76,313
2028	\$80,025	\$88,206	\$85,758
Median Age			
2010	45.0	43.9	42.2
2023	48.6	46.7	45.2
2028	49.1	47.3	46.1

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.



Market Profile

Whitehouse Mall
 531 Route 22 East Whitehouse Station NJ 08889
 Rings: 3, 5, 7 mile radii

Latitude: 40.6202
 Longitude: -74.7643

	3 mile	5 mile	7 mile
2023 Households by Income			
Household Income Base	3,950	10,714	27,524
<\$15,000	3.8%	2.7%	2.8%
\$15,000 - \$24,999	2.6%	2.5%	2.3%
\$25,000 - \$34,999	2.6%	2.6%	2.3%
\$35,000 - \$49,999	10.3%	7.5%	6.2%
\$50,000 - \$74,999	12.9%	10.9%	9.9%
\$75,000 - \$99,999	10.4%	10.4%	9.5%
\$100,000 - \$149,999	17.9%	17.5%	17.8%
\$150,000 - \$199,999	13.9%	14.6%	14.9%
\$200,000+	25.4%	31.4%	34.3%
Average Household Income	\$165,506	\$196,537	\$200,894
2028 Households by Income			
Household Income Base	4,261	11,368	28,200
<\$15,000	3.4%	2.5%	2.5%
\$15,000 - \$24,999	1.9%	1.9%	1.7%
\$25,000 - \$34,999	2.1%	2.1%	1.9%
\$35,000 - \$49,999	8.4%	6.3%	5.2%
\$50,000 - \$74,999	11.3%	9.8%	8.8%
\$75,000 - \$99,999	10.0%	9.9%	8.9%
\$100,000 - \$149,999	18.2%	17.5%	17.3%
\$150,000 - \$199,999	15.7%	15.9%	15.8%
\$200,000+	29.0%	34.2%	37.9%
Average Household Income	\$185,301	\$215,022	\$221,453
2023 Owner Occupied Housing Units by Value			
Total	3,461	9,310	23,945
<\$50,000	0.4%	1.3%	1.9%
\$50,000 - \$99,999	0.1%	0.1%	0.1%
\$100,000 - \$149,999	0.4%	0.4%	1.0%
\$150,000 - \$199,999	0.4%	0.3%	1.1%
\$200,000 - \$249,999	1.2%	1.3%	1.3%
\$250,000 - \$299,999	3.6%	2.3%	2.3%
\$300,000 - \$399,999	19.1%	15.3%	15.7%
\$400,000 - \$499,999	27.9%	23.3%	19.9%
\$500,000 - \$749,999	39.0%	45.4%	46.2%
\$750,000 - \$999,999	5.8%	7.3%	7.8%
\$1,000,000 - \$1,499,999	1.9%	2.2%	1.6%
\$1,500,000 - \$1,999,999	0.0%	0.5%	0.6%
\$2,000,000 +	0.3%	0.4%	0.5%
Average Home Value	\$531,160	\$561,892	\$556,098
2028 Owner Occupied Housing Units by Value			
Total	3,535	9,462	24,241
<\$50,000	0.3%	0.9%	1.4%
\$50,000 - \$99,999	0.0%	0.0%	0.0%
\$100,000 - \$149,999	0.1%	0.1%	0.4%
\$150,000 - \$199,999	0.2%	0.1%	0.6%
\$200,000 - \$249,999	0.6%	0.7%	0.8%
\$250,000 - \$299,999	2.2%	1.4%	1.5%
\$300,000 - \$399,999	14.6%	11.4%	12.2%
\$400,000 - \$499,999	27.6%	22.5%	19.4%
\$500,000 - \$749,999	45.5%	51.8%	52.2%
\$750,000 - \$999,999	6.5%	8.0%	8.9%
\$1,000,000 - \$1,499,999	2.1%	2.3%	1.7%
\$1,500,000 - \$1,999,999	0.0%	0.5%	0.5%
\$2,000,000 +	0.2%	0.3%	0.4%
Average Home Value	\$555,856	\$584,208	\$580,508

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.



Market Profile

Whitehouse Mall
 531 Route 22 East Whitehouse Station NJ 08889
 Rings: 3, 5, 7 mile radii

Latitude: 40.6202
 Longitude: -74.7643

	3 mile	5 mile	7 mile
2010 Population by Age			
Total	9,235	26,424	71,211
0 - 4	4.7%	5.0%	5.3%
5 - 9	6.4%	6.7%	7.0%
10 - 14	8.2%	8.3%	8.3%
15 - 24	10.1%	10.5%	11.4%
25 - 34	6.6%	7.3%	8.1%
35 - 44	14.1%	13.9%	14.8%
45 - 54	19.8%	20.3%	19.8%
55 - 64	14.9%	14.6%	13.0%
65 - 74	8.5%	7.8%	7.1%
75 - 84	4.8%	4.0%	3.8%
85 +	1.9%	1.5%	1.4%
18 +	76.0%	74.9%	74.5%
2023 Population by Age			
Total	9,307	26,850	72,004
0 - 4	3.9%	4.2%	4.4%
5 - 9	5.1%	5.6%	5.6%
10 - 14	6.8%	7.4%	7.2%
15 - 24	10.9%	11.2%	11.4%
25 - 34	8.1%	7.5%	9.0%
35 - 44	10.5%	11.7%	12.2%
45 - 54	15.2%	15.7%	15.8%
55 - 64	17.3%	17.1%	16.4%
65 - 74	13.2%	12.2%	11.1%
75 - 84	6.8%	5.7%	5.3%
85 +	2.2%	1.8%	1.7%
18 +	80.1%	78.3%	78.2%
2028 Population by Age			
Total	9,857	27,878	72,375
0 - 4	4.0%	4.3%	4.4%
5 - 9	4.9%	5.5%	5.4%
10 - 14	5.9%	6.5%	6.4%
15 - 24	9.8%	10.2%	10.2%
25 - 34	8.7%	8.3%	9.6%
35 - 44	11.5%	12.1%	12.5%
45 - 54	13.2%	14.5%	14.6%
55 - 64	16.4%	16.0%	15.6%
65 - 74	14.3%	13.3%	12.5%
75 - 84	8.6%	7.4%	6.8%
85 +	2.5%	2.1%	2.1%
18 +	81.4%	79.6%	79.8%
2010 Population by Sex			
Males	4,498	12,926	35,075
Females	4,734	13,501	36,134
2023 Population by Sex			
Males	4,602	13,288	35,740
Females	4,706	13,562	36,266
2028 Population by Sex			
Males	4,879	13,792	35,903
Females	4,977	14,088	36,470

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



Market Profile

Whitehouse Mall
 531 Route 22 East Whitehouse Station NJ 08889
 Rings: 3, 5, 7 mile radii

Latitude: 40.6202
 Longitude: -74.7643

	3 mile	5 mile	7 mile
2010 Population by Race/Ethnicity			
Total	9,232	26,426	71,210
White Alone	91.8%	91.1%	83.9%
Black Alone	1.7%	1.6%	2.5%
American Indian Alone	0.2%	0.1%	0.1%
Asian Alone	4.1%	5.1%	10.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.9%	0.7%	1.0%
Two or More Races	1.3%	1.4%	1.5%
Hispanic Origin	4.4%	4.1%	4.8%
Diversity Index	22.6	23.4	34.8
2020 Population by Race/Ethnicity			
Total	9,477	27,090	72,255
White Alone	83.6%	82.0%	73.6%
Black Alone	1.5%	2.0%	2.9%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	5.3%	6.7%	14.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.5%	2.0%	2.3%
Two or More Races	6.9%	7.1%	7.0%
Hispanic Origin	8.0%	7.4%	7.7%
Diversity Index	39.8	41.1	51.3
2023 Population by Race/Ethnicity			
Total	9,308	26,850	72,007
White Alone	82.8%	81.0%	72.4%
Black Alone	1.5%	2.1%	3.0%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	5.7%	7.1%	14.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.6%	2.1%	2.4%
Two or More Races	7.3%	7.5%	7.3%
Hispanic Origin	8.4%	7.9%	8.1%
Diversity Index	41.2	43.0	53.0
2028 Population by Race/Ethnicity			
Total	9,855	27,880	72,373
White Alone	80.8%	78.7%	70.1%
Black Alone	1.6%	2.2%	3.1%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	6.3%	8.1%	15.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.9%	2.4%	2.8%
Two or More Races	8.0%	8.3%	7.9%
Hispanic Origin	9.4%	8.8%	9.0%
Diversity Index	44.8	46.7	56.1
2010 Population by Relationship and Household Type			
Total	9,232	26,427	71,209
In Households	99.8%	99.7%	97.9%
In Family Households	87.1%	88.8%	86.9%
Householder	27.8%	28.1%	27.1%
Spouse	24.1%	24.7%	23.6%
Child	31.5%	32.6%	32.6%
Other relative	2.4%	2.3%	2.6%
Nonrelative	1.1%	1.0%	1.0%
In Nonfamily Households	12.7%	10.9%	11.0%
In Group Quarters	0.2%	0.3%	2.1%
Institutionalized Population	0.2%	0.1%	1.9%
Noninstitutionalized Population	0.1%	0.2%	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.

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



Market Profile

Whitehouse Mall
 531 Route 22 East Whitehouse Station NJ 08889
 Rings: 3, 5, 7 mile radii

Latitude: 40.6202
 Longitude: -74.7643

	3 mile	5 mile	7 mile
2023 Population 25+ by Educational Attainment			
Total	6,828	19,226	51,450
Less than 9th Grade	1.0%	0.9%	1.3%
9th - 12th Grade, No Diploma	0.8%	1.0%	1.5%
High School Graduate	21.2%	16.4%	15.3%
GED/Alternative Credential	1.1%	1.0%	1.9%
Some College, No Degree	12.5%	12.0%	11.4%
Associate Degree	6.2%	6.7%	6.7%
Bachelor's Degree	31.3%	35.9%	33.4%
Graduate/Professional Degree	25.8%	26.1%	28.3%
2023 Population 15+ by Marital Status			
Total	7,840	22,228	59,627
Never Married	22.1%	25.0%	27.9%
Married	63.0%	62.6%	60.7%
Widowed	7.5%	5.0%	4.6%
Divorced	7.4%	7.4%	6.9%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	4,493	14,028	38,381
Population 16+ Employed	93.9%	94.2%	95.0%
Population 16+ Unemployment rate	6.1%	5.8%	5.0%
Population 16-24 Employed	5.6%	7.2%	8.6%
Population 16-24 Unemployment rate	46.5%	31.4%	20.6%
Population 25-54 Employed	60.5%	57.9%	58.8%
Population 25-54 Unemployment rate	1.6%	2.3%	2.4%
Population 55-64 Employed	27.0%	25.4%	23.8%
Population 55-64 Unemployment rate	0.3%	2.5%	3.3%
Population 65+ Employed	6.9%	9.5%	8.8%
Population 65+ Unemployment rate	6.7%	7.9%	7.6%
2023 Employed Population 16+ by Industry			
Total	4,220	13,216	36,466
Agriculture/Mining	0.8%	0.8%	0.9%
Construction	5.3%	5.5%	5.4%
Manufacturing	12.1%	12.5%	13.7%
Wholesale Trade	2.3%	3.0%	2.5%
Retail Trade	15.3%	11.8%	10.2%
Transportation/Utilities	1.8%	3.5%	4.0%
Information	4.8%	4.3%	4.8%
Finance/Insurance/Real Estate	12.7%	12.4%	11.4%
Services	41.5%	43.0%	43.8%
Public Administration	3.4%	3.2%	3.3%
2023 Employed Population 16+ by Occupation			
Total	4,218	13,217	36,466
White Collar	86.1%	83.0%	82.5%
Management/Business/Financial	32.6%	32.1%	29.1%
Professional	33.5%	32.1%	34.7%
Sales	12.2%	10.6%	10.0%
Administrative Support	7.8%	8.2%	8.7%
Services	7.5%	8.0%	7.8%
Blue Collar	6.4%	9.0%	9.7%
Farming/Forestry/Fishing	0.2%	0.1%	0.2%
Construction/Extraction	2.3%	3.0%	3.3%
Installation/Maintenance/Repair	0.8%	1.5%	1.2%
Production	0.8%	1.1%	1.8%
Transportation/Material Moving	2.1%	3.3%	3.3%

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



Market Profile

Whitehouse Mall
 531 Route 22 East Whitehouse Station NJ 08889
 Rings: 3, 5, 7 mile radii

Latitude: 40.6202
 Longitude: -74.7643

	3 mile	5 mile	7 mile
2010 Households by Type			
Total	3,587	9,803	26,137
Households with 1 Person	23.9%	20.2%	21.7%
Households with 2+ People	76.1%	79.8%	78.3%
Family Households	72.0%	75.6%	74.3%
Husband-wife Families	62.4%	66.4%	64.8%
With Related Children	28.0%	31.5%	33.1%
Other Family (No Spouse Present)	9.6%	9.2%	9.5%
Other Family with Male Householder	2.6%	2.6%	2.5%
With Related Children	1.3%	1.3%	1.3%
Other Family with Female Householder	7.1%	6.6%	7.0%
With Related Children	3.8%	3.6%	3.9%
Nonfamily Households	4.1%	4.2%	4.0%
All Households with Children	33.4%	36.6%	38.4%
Multigenerational Households	2.3%	2.4%	3.0%
Unmarried Partner Households	4.2%	3.8%	3.8%
Male-female	3.3%	3.0%	3.1%
Same-sex	0.9%	0.8%	0.7%
2010 Households by Size			
Total	3,585	9,803	26,138
1 Person Household	23.9%	20.2%	21.7%
2 Person Household	33.2%	33.4%	31.2%
3 Person Household	16.8%	17.8%	18.0%
4 Person Household	16.8%	18.9%	19.4%
5 Person Household	6.5%	7.0%	7.0%
6 Person Household	2.0%	1.9%	2.0%
7 + Person Household	0.7%	0.7%	0.7%
2010 Households by Tenure and Mortgage Status			
Total	3,587	9,804	26,137
Owner Occupied	88.1%	88.8%	88.8%
Owned with a Mortgage/Loan	66.2%	66.8%	68.3%
Owned Free and Clear	22.0%	22.0%	20.6%
Renter Occupied	11.9%	11.2%	11.2%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	81	88	96
Percent of Income for Mortgage	25.4%	23.7%	22.0%
Wealth Index	216	246	249
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,731	10,205	27,074
Housing Units Inside Urbanized Area	68.2%	67.0%	76.7%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	31.8%	33.0%	23.3%
2010 Population By Urban/ Rural Status			
Total Population	9,232	26,427	71,209
Population Inside Urbanized Area	65.2%	65.9%	74.9%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	34.8%	34.1%	25.1%

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



Market Profile

Whitehouse Mall
 531 Route 22 East Whitehouse Station NJ 08889
 Rings: 3, 5, 7 mile radii

Latitude: 40.6202
 Longitude: -74.7643

	3 mile	5 mile	7 mile
Top 3 Tapestry Segments			
1.	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)
2.	Pleasantville (2B)	Top Tier (1A)	Top Tier (1A)
3.	Top Tier (1A)	Pleasantville (2B)	Professional Pride (1B)
2023 Consumer Spending			
Apparel & Services: Total \$	\$12,764,786	\$41,147,954	\$108,955,811
Average Spent	\$3,231.59	\$3,840.58	\$3,958.57
Spending Potential Index	147	175	180
Education: Total \$	\$13,383,396	\$43,369,838	\$110,317,154
Average Spent	\$3,388.20	\$4,047.96	\$4,008.03
Spending Potential Index	189	226	223
Entertainment/Recreation: Total \$	\$22,321,543	\$71,548,194	\$188,226,638
Average Spent	\$5,651.02	\$6,678.01	\$6,838.64
Spending Potential Index	149	177	181
Food at Home: Total \$	\$38,846,093	\$124,574,239	\$327,908,089
Average Spent	\$9,834.45	\$11,627.24	\$11,913.53
Spending Potential Index	145	171	175
Food Away from Home: Total \$	\$21,090,827	\$68,059,625	\$181,473,586
Average Spent	\$5,339.45	\$6,352.40	\$6,593.29
Spending Potential Index	143	171	177
Health Care: Total \$	\$41,854,193	\$133,004,500	\$349,517,902
Average Spent	\$10,596.00	\$12,414.08	\$12,698.66
Spending Potential Index	144	169	173
HH Furnishings & Equipment: Total \$	\$17,726,071	\$56,903,261	\$149,852,281
Average Spent	\$4,487.61	\$5,311.11	\$5,444.42
Spending Potential Index	152	180	184
Personal Care Products & Services: Total \$	\$5,623,480	\$18,094,365	\$47,791,496
Average Spent	\$1,423.67	\$1,688.85	\$1,736.36
Spending Potential Index	149	177	182
Shelter: Total \$	\$148,210,541	\$478,942,531	\$1,258,192,822
Average Spent	\$37,521.66	\$44,702.49	\$45,712.57
Spending Potential Index	151	180	185
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$19,503,096	\$62,734,374	\$163,310,351
Average Spent	\$4,937.49	\$5,855.36	\$5,933.38
Spending Potential Index	158	187	190
Travel: Total \$	\$13,939,723	\$45,124,052	\$119,030,986
Average Spent	\$3,529.04	\$4,211.69	\$4,324.63
Spending Potential Index	157	187	192
Vehicle Maintenance & Repairs: Total \$	\$7,090,746	\$22,658,815	\$60,371,552
Average Spent	\$1,795.13	\$2,114.88	\$2,193.41
Spending Potential Index	137	161	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 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.