

Winslow Plaza
542 Berlin Cross Keys Rd, Sicklerville, New Jersey, 08081
Rings: 1, 3, 5 mile radii

Prepared by WHLR
Latitude: 39.74246
Longitude: -74.99688

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	6,861	52,823	138,349
2010 Total Population	7,956	58,697	149,341
2019 Total Population	7,944	60,335	153,162
2019 Group Quarters	5	62	614
2024 Total Population	7,917	60,913	154,848
2019-2024 Annual Rate	-0.07%	0.19%	0.22%
2019 Total Daytime Population	6,205	43,719	118,286
Workers	2,656	14,351	42,286
Residents	3,549	29,368	76,000
Household Summary			
2000 Households	2,102	18,171	49,428
2000 Average Household Size	3.26	2.89	2.79
2010 Households	2,449	20,760	54,187
2010 Average Household Size	3.25	2.82	2.74
2019 Households	2,423	21,202	55,167
2019 Average Household Size	3.28	2.84	2.77
2024 Households	2,406	21,358	55,640
2024 Average Household Size	3.29	2.85	2.77
2019-2024 Annual Rate	-0.14%	0.15%	0.17%
2010 Families	2,090	15,715	39,265
2010 Average Family Size	3.51	3.26	3.24
2019 Families	2,070	16,012	39,917
2019 Average Family Size	3.54	3.28	3.26
2024 Families	2,058	16,120	40,258
2024 Average Family Size	3.55	3.29	3.27
2019-2024 Annual Rate	-0.12%	0.13%	0.17%
Housing Unit Summary			
2000 Housing Units	2,187	18,981	52,108
Owner Occupied Housing Units	91.1%	84.7%	73.2%
Renter Occupied Housing Units	5.0%	11.1%	21.6%
Vacant Housing Units	3.9%	4.3%	5.1%
2010 Housing Units	2,515	21,628	57,122
Owner Occupied Housing Units	90.2%	82.4%	72.9%
Renter Occupied Housing Units	7.2%	13.6%	21.9%
Vacant Housing Units	2.6%	4.0%	5.1%
2019 Housing Units	2,502	22,110	58,189
Owner Occupied Housing Units	89.5%	81.3%	72.8%
Renter Occupied Housing Units	7.3%	14.6%	22.1%
Vacant Housing Units	3.2%	4.1%	5.2%
2024 Housing Units	2,495	22,323	58,838
Owner Occupied Housing Units	89.5%	81.6%	73.4%
Renter Occupied Housing Units	6.9%	14.1%	21.2%
Vacant Housing Units	3.6%	4.3%	5.4%
Median Household Income			
2019	\$96,576	\$83,167	\$77,584
2024	\$105,888	\$93,078	\$85,131
Median Home Value			
2019	\$227,192	\$203,837	\$208,723
2024	\$234,767	\$217,378	\$221,387
Per Capita Income			
2019	\$35,704	\$35,295	\$34,527
2024	\$40,819	\$40,393	\$39,199
Median Age			
2010	35.4	37.2	37.2
2019	36.1	38.6	38.6
2024	37.7	39.4	39.5

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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2019 Households by Income			
Household Income Base	2,423	21,202	55,167
<\$15,000	1.7%	5.6%	7.1%
\$15,000 - \$24,999	3.3%	6.1%	7.2%
\$25,000 - \$34,999	6.2%	6.9%	7.4%
\$35,000 - \$49,999	6.2%	9.6%	10.5%
\$50,000 - \$74,999	16.4%	15.8%	15.9%
\$75,000 - \$99,999	18.1%	15.4%	14.7%
\$100,000 - \$149,999	23.6%	21.5%	20.0%
\$150,000 - \$199,999	14.7%	11.5%	9.8%
\$200,000+	9.8%	7.7%	7.5%
Average Household Income	\$116,275	\$101,449	\$96,366
2024 Households by Income			
Household Income Base	2,406	21,358	55,640
<\$15,000	1.7%	4.9%	6.3%
\$15,000 - \$24,999	2.9%	5.4%	6.4%
\$25,000 - \$34,999	5.4%	5.8%	6.5%
\$35,000 - \$49,999	5.3%	8.4%	9.4%
\$50,000 - \$74,999	14.0%	14.1%	14.6%
\$75,000 - \$99,999	16.5%	14.7%	14.4%
\$100,000 - \$149,999	23.8%	22.8%	21.4%
\$150,000 - \$199,999	17.1%	13.6%	11.5%
\$200,000+	13.3%	10.2%	9.6%
Average Household Income	\$133,457	\$116,357	\$109,686
2019 Owner Occupied Housing Units by Value			
Total	2,240	17,969	42,331
<\$50,000	1.6%	3.9%	3.2%
\$50,000 - \$99,999	0.7%	4.4%	5.1%
\$100,000 - \$149,999	9.2%	13.1%	14.3%
\$150,000 - \$199,999	22.2%	27.0%	24.0%
\$200,000 - \$249,999	30.0%	19.9%	19.3%
\$250,000 - \$299,999	19.8%	16.5%	15.9%
\$300,000 - \$399,999	11.7%	10.0%	12.8%
\$400,000 - \$499,999	3.8%	2.8%	3.2%
\$500,000 - \$749,999	0.8%	1.5%	1.5%
\$750,000 - \$999,999	0.2%	0.4%	0.3%
\$1,000,000 - \$1,499,999	0.0%	0.1%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.2%	0.1%
Average Home Value	\$238,214	\$224,758	\$229,004
2024 Owner Occupied Housing Units by Value			
Total	2,233	18,218	43,186
<\$50,000	0.8%	1.9%	1.6%
\$50,000 - \$99,999	0.4%	3.0%	3.7%
\$100,000 - \$149,999	7.4%	11.6%	12.8%
\$150,000 - \$199,999	21.3%	26.6%	23.9%
\$200,000 - \$249,999	28.9%	19.7%	18.8%
\$250,000 - \$299,999	20.2%	16.8%	16.0%
\$300,000 - \$399,999	13.8%	12.0%	14.8%
\$400,000 - \$499,999	5.4%	3.9%	4.3%
\$500,000 - \$749,999	1.4%	2.9%	2.5%
\$750,000 - \$999,999	0.4%	0.9%	0.6%
\$1,000,000 - \$1,499,999	0.0%	0.3%	0.6%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.4%	0.3%
Average Home Value	\$252,241	\$253,590	\$254,287

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	7,956	58,694	149,341
0 - 4	7.1%	6.4%	6.4%
5 - 9	8.0%	7.1%	6.9%
10 - 14	9.5%	8.1%	7.5%
15 - 24	13.9%	13.6%	13.8%
25 - 34	10.9%	11.7%	12.5%
35 - 44	17.6%	15.2%	14.5%
45 - 54	18.5%	16.5%	16.0%
55 - 64	9.5%	11.3%	11.8%
65 - 74	3.2%	5.8%	6.1%
75 - 84	1.5%	3.3%	3.3%
85 +	0.4%	1.0%	1.3%
18 +	69.7%	73.5%	74.6%
2019 Population by Age			
Total	7,945	60,335	153,162
0 - 4	6.2%	5.8%	5.8%
5 - 9	6.8%	6.2%	6.2%
10 - 14	7.5%	6.7%	6.6%
15 - 24	12.8%	12.2%	12.0%
25 - 34	15.2%	14.4%	14.5%
35 - 44	12.7%	12.8%	13.2%
45 - 54	15.5%	14.2%	13.6%
55 - 64	14.1%	13.6%	13.3%
65 - 74	6.5%	8.6%	9.1%
75 - 84	1.9%	4.0%	4.1%
85 +	0.6%	1.5%	1.7%
18 +	75.2%	77.4%	77.5%
2024 Population by Age			
Total	7,919	60,912	154,849
0 - 4	6.1%	5.7%	5.8%
5 - 9	6.2%	5.9%	5.9%
10 - 14	6.9%	6.4%	6.4%
15 - 24	10.9%	10.8%	11.1%
25 - 34	15.3%	14.3%	13.8%
35 - 44	14.6%	14.1%	14.7%
45 - 54	13.0%	12.8%	12.6%
55 - 64	14.1%	13.4%	12.7%
65 - 74	9.1%	10.0%	10.1%
75 - 84	2.9%	5.0%	5.2%
85 +	0.7%	1.6%	1.8%
18 +	76.6%	78.3%	78.2%
2010 Population by Sex			
Males	3,883	28,287	71,539
Females	4,073	30,410	77,802
2019 Population by Sex			
Males	3,840	28,997	73,478
Females	4,104	31,338	79,684
2024 Population by Sex			
Males	3,825	29,325	74,505
Females	4,092	31,589	80,343

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2010 Population by Race/Ethnicity			
Total	7,956	58,696	149,339
White Alone	58.7%	65.4%	70.0%
Black Alone	30.4%	25.9%	21.5%
American Indian Alone	0.2%	0.3%	0.2%
Asian Alone	5.5%	3.8%	3.5%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	2.0%	1.7%	2.0%
Two or More Races	3.2%	2.8%	2.7%
Hispanic Origin	6.3%	5.9%	6.3%
Diversity Index	61.2	55.8	52.6
2019 Population by Race/Ethnicity			
Total	7,943	60,334	153,160
White Alone	52.5%	60.8%	65.7%
Black Alone	33.7%	28.2%	23.4%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	6.4%	4.5%	4.2%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	2.9%	2.5%	3.0%
Two or More Races	4.0%	3.5%	3.4%
Hispanic Origin	9.1%	8.3%	8.9%
Diversity Index	67.2	61.7	59.1
2024 Population by Race/Ethnicity			
Total	7,917	60,914	154,849
White Alone	49.1%	58.2%	63.2%
Black Alone	35.2%	29.3%	24.3%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	7.1%	5.0%	4.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.6%	3.1%	3.6%
Two or More Races	4.5%	4.0%	3.8%
Hispanic Origin	11.0%	10.1%	10.8%
Diversity Index	70.2	65.0	62.8
2010 Population by Relationship and Household Type			
Total	7,956	58,697	149,341
In Households	99.9%	99.9%	99.6%
In Family Households	94.0%	89.5%	87.4%
Householder	26.4%	26.5%	26.2%
Spouse	21.3%	19.5%	18.8%
Child	40.3%	37.0%	36.0%
Other relative	4.0%	4.1%	4.1%
Nonrelative	1.9%	2.3%	2.4%
In Nonfamily Households	5.9%	10.4%	12.1%
In Group Quarters	0.1%	0.1%	0.4%
Institutionalized Population	0.0%	0.0%	0.3%
Noninstitutionalized Population	0.1%	0.1%	0.1%

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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2019 Population 25+ by Educational Attainment			
Total	5,294	41,690	106,303
Less than 9th Grade	1.4%	1.9%	2.2%
9th - 12th Grade, No Diploma	3.1%	4.5%	4.9%
High School Graduate	20.5%	27.5%	27.9%
GED/Alternative Credential	4.3%	3.7%	3.2%
Some College, No Degree	23.3%	21.5%	21.2%
Associate Degree	14.0%	9.7%	10.1%
Bachelor's Degree	23.4%	20.9%	20.8%
Graduate/Professional Degree	10.0%	10.3%	9.7%
2019 Population 15+ by Marital Status			
Total	6,312	49,028	124,606
Never Married	35.0%	34.1%	35.8%
Married	55.2%	51.3%	49.3%
Widowed	2.6%	5.1%	5.8%
Divorced	7.2%	9.4%	9.1%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	97.0%	95.5%	94.9%
Civilian Unemployed (Unemployment Rate)	3.0%	4.5%	5.1%
2019 Employed Population 16+ by Industry			
Total	4,477	31,574	78,580
Agriculture/Mining	0.0%	0.0%	0.0%
Construction	4.2%	6.2%	6.0%
Manufacturing	6.6%	5.8%	6.0%
Wholesale Trade	3.1%	2.6%	3.1%
Retail Trade	10.9%	11.8%	12.3%
Transportation/Utilities	8.5%	7.8%	7.0%
Information	0.4%	1.4%	1.8%
Finance/Insurance/Real Estate	5.6%	7.2%	7.2%
Services	51.8%	50.5%	50.6%
Public Administration	8.9%	6.7%	6.0%
2019 Employed Population 16+ by Occupation			
Total	4,477	31,573	78,582
White Collar	69.2%	67.1%	65.8%
Management/Business/Financial	17.3%	16.0%	15.1%
Professional	27.7%	25.3%	24.5%
Sales	8.2%	9.1%	10.2%
Administrative Support	16.1%	16.7%	16.0%
Services	14.7%	15.1%	16.7%
Blue Collar	16.0%	17.8%	17.5%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	3.6%	4.3%	4.0%
Installation/Maintenance/Repair	3.4%	3.2%	3.3%
Production	3.8%	3.6%	3.6%
Transportation/Material Moving	5.2%	6.6%	6.5%
2010 Population By Urban/ Rural Status			
Total Population	7,956	58,697	149,341
Population Inside Urbanized Area	98.9%	97.6%	97.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	1.1%	2.4%	3.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	2,449	20,760	54,188
Households with 1 Person	11.2%	19.8%	22.4%
Households with 2+ People	88.8%	80.2%	77.6%
Family Households	85.3%	75.7%	72.5%
Husband-wife Families	68.9%	55.9%	52.2%
With Related Children	41.2%	28.3%	25.7%
Other Family (No Spouse Present)	16.5%	19.8%	20.3%
Other Family with Male Householder	4.2%	5.1%	5.1%
With Related Children	2.5%	2.8%	2.9%
Other Family with Female Householder	12.2%	14.8%	15.2%
With Related Children	8.0%	9.5%	9.7%
Nonfamily Households	3.5%	4.5%	5.1%
All Households with Children	52.1%	41.1%	38.7%
Multigenerational Households	7.0%	6.3%	5.7%
Unmarried Partner Households	5.5%	6.5%	7.0%
Male-female	5.0%	5.8%	6.3%
Same-sex	0.5%	0.7%	0.7%
2010 Households by Size			
Total	2,448	20,758	54,186
1 Person Household	11.2%	19.8%	22.4%
2 Person Household	25.1%	29.5%	29.2%
3 Person Household	21.8%	18.5%	18.4%
4 Person Household	24.1%	18.5%	17.5%
5 Person Household	11.3%	8.7%	8.0%
6 Person Household	4.4%	3.2%	2.8%
7 + Person Household	2.2%	1.9%	1.7%
2010 Households by Tenure and Mortgage Status			
Total	2,449	20,760	54,187
Owner Occupied	92.7%	85.8%	76.9%
Owned with a Mortgage/Loan	85.4%	70.2%	62.1%
Owned Free and Clear	7.3%	15.6%	14.8%
Renter Occupied	7.3%	14.2%	23.1%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,515	21,628	57,122
Housing Units Inside Urbanized Area	98.8%	97.3%	96.9%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	1.2%	2.7%	3.1%

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.

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Top 3 Tapestry Segments			
1.	Soccer Moms (4A)	Soccer Moms (4A)	Soccer Moms (4A)
2.	Home Improvement (4B)	Home Improvement (4B)	Home Improvement (4B)
3.	Professional Pride (1B)	Parks and Rec (5C)	Parks and Rec (5C)
2019 Consumer Spending			
Apparel & Services: Total \$	\$6,823,166	\$51,894,522	\$129,020,788
Average Spent	\$2,816.00	\$2,447.62	\$2,338.73
Spending Potential Index	131	114	109
Education: Total \$	\$5,083,139	\$39,045,784	\$98,308,090
Average Spent	\$2,097.87	\$1,841.61	\$1,782.01
Spending Potential Index	132	116	112
Entertainment/Recreation: Total \$	\$10,406,817	\$79,586,470	\$196,514,617
Average Spent	\$4,295.01	\$3,753.72	\$3,562.18
Spending Potential Index	131	115	109
Food at Home: Total \$	\$15,933,055	\$123,515,996	\$307,191,379
Average Spent	\$6,575.76	\$5,825.68	\$5,568.39
Spending Potential Index	127	113	108
Food Away from Home: Total \$	\$11,778,785	\$89,056,739	\$220,735,875
Average Spent	\$4,861.24	\$4,200.39	\$4,001.23
Spending Potential Index	132	114	109
Health Care: Total \$	\$18,756,563	\$144,426,548	\$353,675,686
Average Spent	\$7,741.05	\$6,811.93	\$6,411.00
Spending Potential Index	130	115	108
HH Furnishings & Equipment: Total \$	\$7,066,707	\$53,160,942	\$130,549,240
Average Spent	\$2,916.51	\$2,507.36	\$2,366.44
Spending Potential Index	137	118	111
Personal Care Products & Services: Total \$	\$2,959,047	\$22,114,901	\$54,223,667
Average Spent	\$1,221.23	\$1,043.06	\$982.90
Spending Potential Index	138	118	111
Shelter: Total \$	\$57,562,363	\$453,155,496	\$1,131,286,731
Average Spent	\$23,756.65	\$21,373.24	\$20,506.58
Spending Potential Index	128	116	111
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$7,958,365	\$60,868,572	\$149,077,299
Average Spent	\$3,284.51	\$2,870.89	\$2,702.29
Spending Potential Index	132	116	109
Travel: Total \$	\$7,496,148	\$56,881,200	\$139,544,957
Average Spent	\$3,093.75	\$2,682.82	\$2,529.50
Spending Potential Index	138	120	113
Vehicle Maintenance & Repairs: Total \$	\$3,586,170	\$27,496,450	\$68,392,111
Average Spent	\$1,480.05	\$1,296.88	\$1,239.73
Spending Potential Index	129	113	108

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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.