

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
2020 Total Population	7,970	59,424	151,663
2020 Group Quarters	5	62	613
2025 Total Population	7,924	59,525	152,443
2020-2025 Annual Rate	-0.12%	0.03%	0.10%
2020 Total Daytime Population	7,156	51,721	133,458
Workers	3,272	20,547	52,357
Residents	3,884	31,174	81,101
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
2020 Households	2,449	21,017	54,968
2020 Average Household Size	3.25	2.82	2.75
2025 Households	2,432	21,049	55,217
2025 Average Household Size	3.26	2.82	2.75
2020-2025 Annual Rate	-0.14%	0.03%	0.09%
2010 Families	2,090	15,715	39,265
2010 Average Family Size	3.51	3.26	3.24
2020 Families	2,086	15,843	39,689
2020 Average Family Size	3.52	3.26	3.25
2025 Families	2,071	15,850	39,852
2025 Average Family Size	3.52	3.27	3.25
2020-2025 Annual Rate	-0.14%	0.01%	0.08%
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%
2020 Housing Units	2,557	22,045	58,169
Owner Occupied Housing Units	88.9%	81.1%	72.6%
Renter Occupied Housing Units	6.9%	14.3%	21.9%
Vacant Housing Units	4.2%	4.7%	5.5%
2025 Housing Units	2,564	22,273	58,920
Owner Occupied Housing Units	88.3%	80.6%	72.5%
Renter Occupied Housing Units	6.6%	13.9%	21.2%
Vacant Housing Units	5.1%	5.5%	6.3%
Median Household Income			
2020	\$100,641	\$84,316	\$77,610
2025	\$107,668	\$92,008	\$83,336
Median Home Value			
2020	\$224,626	\$200,175	\$207,687
2025	\$238,508	\$217,472	\$224,036
Per Capita Income			
2020	\$35,804	\$35,725	\$35,066
2025	\$40,474	\$39,808	\$38,978
Median Age			
2010	35.4	37.2	37.2
2020	36.2	38.8	38.7
2025	37.9	39.6	39.6

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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
2020 Households by Income			
Household Income Base	2,449	21,017	54,968
<\$15,000	1.5%	5.2%	6.8%
\$15,000 - \$24,999	2.9%	6.2%	7.4%
\$25,000 - \$34,999	6.9%	7.2%	7.8%
\$35,000 - \$49,999	6.5%	9.5%	10.2%
\$50,000 - \$74,999	14.5%	15.5%	15.8%
\$75,000 - \$99,999	17.1%	14.4%	14.0%
\$100,000 - \$149,999	26.6%	22.6%	20.4%
\$150,000 - \$199,999	14.9%	11.5%	9.7%
\$200,000+	9.1%	7.8%	7.9%
Average Household Income	\$115,754	\$102,020	\$97,266
2025 Households by Income			
Household Income Base	2,432	21,049	55,217
<\$15,000	1.4%	4.7%	6.2%
\$15,000 - \$24,999	2.6%	5.6%	6.8%
\$25,000 - \$34,999	6.0%	6.5%	7.3%
\$35,000 - \$49,999	5.4%	8.5%	9.4%
\$50,000 - \$74,999	12.4%	14.2%	14.9%
\$75,000 - \$99,999	15.9%	14.2%	13.8%
\$100,000 - \$149,999	26.9%	23.6%	21.2%
\$150,000 - \$199,999	17.7%	13.3%	11.1%
\$200,000+	11.7%	9.4%	9.5%
Average Household Income	\$130,995	\$113,669	\$108,201
2020 Owner Occupied Housing Units by Value			
Total	2,274	17,873	42,225
<\$50,000	2.4%	5.0%	4.0%
\$50,000 - \$99,999	0.8%	4.6%	5.3%
\$100,000 - \$149,999	10.6%	13.4%	14.3%
\$150,000 - \$199,999	21.6%	26.8%	23.4%
\$200,000 - \$249,999	29.4%	19.2%	19.2%
\$250,000 - \$299,999	18.9%	15.9%	15.7%
\$300,000 - \$399,999	11.2%	9.7%	12.6%
\$400,000 - \$499,999	4.0%	2.8%	3.2%
\$500,000 - \$749,999	0.7%	1.6%	1.5%
\$750,000 - \$999,999	0.3%	0.4%	0.2%
\$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%	0.3%	0.2%
Average Home Value	\$234,459	\$224,459	\$228,457
2025 Owner Occupied Housing Units by Value			
Total	2,263	17,949	42,739
<\$50,000	3.1%	6.6%	5.4%
\$50,000 - \$99,999	0.7%	4.1%	4.8%
\$100,000 - \$149,999	8.0%	10.4%	11.1%
\$150,000 - \$199,999	17.1%	22.5%	20.0%
\$200,000 - \$249,999	27.4%	18.2%	18.0%
\$250,000 - \$299,999	19.7%	16.7%	16.2%
\$300,000 - \$399,999	15.0%	12.2%	15.5%
\$400,000 - \$499,999	7.0%	4.3%	4.9%
\$500,000 - \$749,999	1.6%	3.2%	2.7%
\$750,000 - \$999,999	0.5%	0.8%	0.5%
\$1,000,000 - \$1,499,999	0.0%	0.2%	0.6%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.6%	0.3%
Average Home Value	\$254,993	\$249,819	\$250,922

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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
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%
2020 Population by Age			
Total	7,972	59,424	151,662
0 - 4	6.1%	5.7%	5.8%
5 - 9	6.7%	6.1%	6.2%
10 - 14	7.4%	6.6%	6.6%
15 - 24	12.5%	12.0%	11.8%
25 - 34	15.8%	14.8%	14.6%
35 - 44	12.3%	12.6%	13.2%
45 - 54	15.2%	14.0%	13.5%
55 - 64	14.5%	13.8%	13.3%
65 - 74	7.0%	8.8%	9.2%
75 - 84	1.9%	4.1%	4.2%
85 +	0.6%	1.5%	1.7%
18 +	75.9%	77.9%	77.7%
2025 Population by Age			
Total	7,923	59,524	152,442
0 - 4	6.1%	5.7%	5.7%
5 - 9	6.1%	5.7%	5.9%
10 - 14	6.8%	6.3%	6.4%
15 - 24	10.6%	10.6%	11.0%
25 - 34	15.3%	14.3%	13.6%
35 - 44	15.0%	14.3%	14.9%
45 - 54	12.5%	12.6%	12.5%
55 - 64	14.1%	13.4%	12.6%
65 - 74	9.6%	10.2%	10.1%
75 - 84	3.0%	5.2%	5.4%
85 +	0.8%	1.7%	1.8%
18 +	77.1%	78.7%	78.3%
2010 Population by Sex			
Males	3,883	28,287	71,539
Females	4,073	30,410	77,802
2020 Population by Sex			
Males	3,844	28,536	72,773
Females	4,126	30,888	78,890
2025 Population by Sex			
Males	3,825	28,656	73,372
Females	4,098	30,869	79,070

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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
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
2020 Population by Race/Ethnicity			
Total	7,970	59,424	151,664
White Alone	52.5%	60.7%	65.6%
Black Alone	33.9%	28.4%	23.5%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	6.2%	4.4%	4.1%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	3.0%	2.6%	3.0%
Two or More Races	4.1%	3.6%	3.5%
Hispanic Origin	9.2%	8.5%	9.1%
Diversity Index	67.2	62.0	59.3
2025 Population by Race/Ethnicity			
Total	7,924	59,526	152,443
White Alone	49.3%	58.2%	63.4%
Black Alone	35.5%	29.4%	24.3%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	6.6%	4.7%	4.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.6%	3.1%	3.6%
Two or More Races	4.6%	4.1%	3.9%
Hispanic Origin	11.1%	10.2%	10.8%
Diversity Index	70.0	65.0	62.7
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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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
2020 Population 25+ by Educational Attainment			
Total	5,368	41,389	105,602
Less than 9th Grade	0.9%	1.7%	1.8%
9th - 12th Grade, No Diploma	2.4%	3.8%	4.3%
High School Graduate	19.9%	25.8%	26.5%
GED/Alternative Credential	5.1%	4.1%	3.5%
Some College, No Degree	24.9%	22.6%	22.1%
Associate Degree	13.1%	9.4%	9.8%
Bachelor's Degree	24.7%	22.0%	21.8%
Graduate/Professional Degree	9.1%	10.6%	10.2%
2020 Population 15+ by Marital Status			
Total	6,366	48,498	123,554
Never Married	34.5%	33.9%	35.7%
Married	53.3%	51.1%	49.0%
Widowed	2.8%	5.0%	5.6%
Divorced	9.4%	10.0%	9.7%
2020 Civilian Population 16+ in Labor Force			
Civilian Population 16+	4,792	33,681	84,598
Population 16+ Employed	86.0%	84.6%	84.1%
Population 16+ Unemployment rate	14.0%	15.4%	15.9%
Population 16-24 Employed	11.6%	11.3%	10.8%
Population 16-24 Unemployment rate	20.5%	24.2%	26.5%
Population 25-54 Employed	66.0%	65.7%	65.9%
Population 25-54 Unemployment rate	12.7%	14.2%	14.7%
Population 55-64 Employed	18.6%	17.5%	17.2%
Population 55-64 Unemployment rate	14.0%	13.7%	14.1%
Population 65+ Employed	3.9%	5.5%	6.2%
Population 65+ Unemployment rate	16.2%	14.1%	12.7%
2020 Employed Population 16+ by Industry			
Total	4,120	28,497	71,125
Agriculture/Mining	0.0%	0.0%	0.0%
Construction	4.9%	7.2%	6.9%
Manufacturing	6.8%	6.1%	6.2%
Wholesale Trade	3.3%	2.8%	3.3%
Retail Trade	10.2%	10.9%	11.4%
Transportation/Utilities	8.1%	7.4%	6.6%
Information	0.3%	1.1%	1.5%
Finance/Insurance/Real Estate	6.2%	7.8%	7.8%
Services	52.0%	50.5%	50.7%
Public Administration	8.3%	6.2%	5.6%
2020 Employed Population 16+ by Occupation			
Total	4,120	28,496	71,122
White Collar	71.1%	69.2%	68.0%
Management/Business/Financial	18.3%	17.1%	16.1%
Professional	28.9%	26.9%	26.2%
Sales	7.8%	8.6%	9.7%
Administrative Support	16.1%	16.7%	16.1%
Services	13.0%	12.9%	14.3%
Blue Collar	15.9%	17.9%	17.7%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	4.2%	5.0%	4.7%
Installation/Maintenance/Repair	3.1%	3.0%	3.1%
Production	3.6%	3.4%	3.5%
Transportation/Material Moving	5.1%	6.5%	6.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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
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%
2020 Affordability, Mortgage and Wealth			
Housing Affordability Index	164	151	134
Percent of Income for Mortgage	9.3%	9.9%	11.2%
Wealth Index	141	120	113
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%
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%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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
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)
2020 Consumer Spending			
Apparel & Services: Total \$	\$6,717,447	\$50,436,106	\$126,573,818
Average Spent	\$2,742.93	\$2,399.78	\$2,302.68
Spending Potential Index	128	112	107
Education: Total \$	\$5,555,672	\$42,936,366	\$109,291,604
Average Spent	\$2,268.55	\$2,042.94	\$1,988.28
Spending Potential Index	127	114	111
Entertainment/Recreation: Total \$	\$10,104,313	\$76,229,623	\$189,916,204
Average Spent	\$4,125.89	\$3,627.05	\$3,455.03
Spending Potential Index	127	112	106
Food at Home: Total \$	\$16,068,694	\$123,369,537	\$309,514,054
Average Spent	\$6,561.33	\$5,869.99	\$5,630.80
Spending Potential Index	123	110	105
Food Away from Home: Total \$	\$11,701,218	\$88,037,306	\$220,498,568
Average Spent	\$4,777.96	\$4,188.86	\$4,011.40
Spending Potential Index	127	111	106
Health Care: Total \$	\$17,843,599	\$135,553,160	\$334,554,921
Average Spent	\$7,286.08	\$6,449.69	\$6,086.36
Spending Potential Index	127	112	106
HH Furnishings & Equipment: Total \$	\$7,086,377	\$52,704,594	\$130,507,928
Average Spent	\$2,893.58	\$2,507.71	\$2,374.25
Spending Potential Index	132	115	109
Personal Care Products & Services: Total \$	\$2,942,095	\$22,010,996	\$54,636,863
Average Spent	\$1,201.35	\$1,047.29	\$993.98
Spending Potential Index	131	114	108
Shelter: Total \$	\$58,888,956	\$457,980,191	\$1,154,855,543
Average Spent	\$24,046.12	\$21,790.94	\$21,009.60
Spending Potential Index	124	112	108
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$7,688,286	\$56,224,437	\$137,014,149
Average Spent	\$3,139.36	\$2,675.19	\$2,492.62
Spending Potential Index	134	114	106
Travel: Total \$	\$7,824,120	\$59,107,223	\$146,138,998
Average Spent	\$3,194.82	\$2,812.35	\$2,658.62
Spending Potential Index	133	117	110
Vehicle Maintenance & Repairs: Total \$	\$3,541,785	\$26,796,604	\$67,155,369
Average Spent	\$1,446.22	\$1,275.00	\$1,221.72
Spending Potential Index	125	110	105

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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.