

Pine Grove Plaza  
18 Broadway, Browns Mills, New Jersey, 08015  
Rings: 1, 3, 5 mile radii

Prepared by WHLR  
Latitude: 39.97550  
Longitude: -74.57964

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2010 Total Population	8,020	17,032	33,920
2020 Total Population	7,550	16,124	31,674
2020 Group Quarters	64	778	4,634
2022 Total Population	7,521	16,085	31,317
2022 Group Quarters	64	778	4,634
2027 Total Population	7,510	16,099	31,298
2022-2027 Annual Rate	-0.03%	0.02%	-0.01%
2022 Total Daytime Population	6,363	13,392	28,866
Workers	2,305	5,060	14,126
Residents	4,058	8,332	14,740
<b>Household Summary</b>			
2010 Households	2,894	6,009	9,965
2010 Average Household Size	2.76	2.70	2.79
2020 Total Households	2,759	5,818	9,855
2020 Average Household Size	2.71	2.64	2.74
2022 Total Households	2,751	5,811	9,829
2022 Average Household Size	2.71	2.63	2.71
2027 Total Households	2,759	5,842	9,861
2027 Average Household Size	2.70	2.62	2.70
2022-2027 Annual Rate	0.06%	0.11%	0.07%
2010 Families	2,041	4,181	7,254
2010 Average Family Size	3.23	3.19	3.24
2022 Total Families	1,895	3,957	7,019
2022 Average Family Size	3.23	3.17	3.20
2027 Total Families	1,898	3,972	7,033
2027 Average Family Size	3.22	3.15	3.19
2022-2027 Annual Rate	0.03%	0.08%	0.04%
<b>Housing Unit Summary</b>			
2000 Housing Units	3,083	6,500	11,740
Owner Occupied Housing Units	72.5%	72.9%	59.1%
Renter Occupied Housing Units	21.1%	18.9%	32.3%
Vacant Housing Units	6.5%	8.2%	8.7%
2010 Housing Units	3,071	6,487	10,768
Owner Occupied Housing Units	72.9%	72.8%	64.4%
Renter Occupied Housing Units	21.3%	19.8%	28.1%
Vacant Housing Units	5.8%	7.4%	7.5%
2020 Housing Units	3,047	6,481	11,023
Vacant Housing Units	9.5%	10.2%	10.6%
2022 Housing Units	3,052	6,501	11,041
Owner Occupied Housing Units	66.6%	67.6%	59.3%
Renter Occupied Housing Units	23.5%	21.8%	29.7%
Vacant Housing Units	9.9%	10.6%	11.0%
2027 Housing Units	3,071	6,548	11,109
Owner Occupied Housing Units	66.9%	68.1%	59.8%
Renter Occupied Housing Units	23.0%	21.1%	29.0%
Vacant Housing Units	10.2%	10.8%	11.2%
<b>Median Household Income</b>			
2022	\$69,795	\$70,527	\$74,788
2027	\$77,078	\$77,887	\$80,844
<b>Median Home Value</b>			
2022	\$194,904	\$199,154	\$216,650
2027	\$221,186	\$222,967	\$241,240
<b>Per Capita Income</b>			
2022	\$32,326	\$31,810	\$29,537
2027	\$37,602	\$37,160	\$34,300
<b>Median Age</b>			
2010	36.5	37.8	36.7
2022	38.6	39.1	35.0
2027	39.4	39.7	36.0

**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:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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<b>2022 Households by Income</b>			
Household Income Base	2,751	5,811	9,829
<\$15,000	5.5%	5.0%	4.6%
\$15,000 - \$24,999	6.7%	7.6%	6.4%
\$25,000 - \$34,999	6.8%	6.8%	6.6%
\$35,000 - \$49,999	9.3%	9.8%	9.5%
\$50,000 - \$74,999	25.6%	23.9%	23.0%
\$75,000 - \$99,999	19.0%	19.4%	19.0%
\$100,000 - \$149,999	18.0%	17.9%	19.1%
\$150,000 - \$199,999	5.3%	5.7%	7.6%
\$200,000+	3.9%	4.0%	4.2%
Average Household Income	\$87,031	\$87,739	\$91,566
<b>2027 Households by Income</b>			
Household Income Base	2,759	5,842	9,861
<\$15,000	4.5%	4.1%	3.7%
\$15,000 - \$24,999	5.3%	5.6%	4.7%
\$25,000 - \$34,999	6.2%	6.8%	6.5%
\$35,000 - \$49,999	7.8%	9.3%	9.8%
\$50,000 - \$74,999	24.0%	21.1%	20.1%
\$75,000 - \$99,999	19.4%	18.9%	17.5%
\$100,000 - \$149,999	20.3%	20.0%	20.7%
\$150,000 - \$199,999	7.0%	8.1%	10.8%
\$200,000+	5.6%	6.0%	6.3%
Average Household Income	\$100,409	\$102,146	\$106,441
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	2,034	4,396	6,543
<\$50,000	7.3%	7.2%	5.6%
\$50,000 - \$99,999	6.2%	6.2%	4.7%
\$100,000 - \$149,999	8.8%	8.1%	6.6%
\$150,000 - \$199,999	30.9%	28.9%	25.7%
\$200,000 - \$249,999	18.3%	21.6%	22.4%
\$250,000 - \$299,999	11.4%	10.1%	9.8%
\$300,000 - \$399,999	9.2%	9.6%	14.0%
\$400,000 - \$499,999	3.1%	2.4%	4.6%
\$500,000 - \$749,999	4.0%	3.0%	3.1%
\$750,000 - \$999,999	0.3%	2.3%	3.2%
\$1,000,000 - \$1,499,999	0.5%	0.4%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$225,381	\$233,043	\$258,545
<b>2027 Owner Occupied Housing Units by Value</b>			
Total	2,053	4,459	6,634
<\$50,000	7.8%	7.7%	5.8%
\$50,000 - \$99,999	4.3%	4.3%	3.2%
\$100,000 - \$149,999	6.1%	5.8%	4.6%
\$150,000 - \$199,999	24.5%	22.8%	19.7%
\$200,000 - \$249,999	17.2%	20.4%	20.3%
\$250,000 - \$299,999	12.4%	10.9%	10.1%
\$300,000 - \$399,999	12.4%	12.7%	17.1%
\$400,000 - \$499,999	5.4%	4.1%	6.7%
\$500,000 - \$749,999	8.4%	6.3%	5.9%
\$750,000 - \$999,999	0.5%	4.1%	5.9%
\$1,000,000 - \$1,499,999	1.0%	0.8%	0.6%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$266,513	\$277,647	\$305,764

**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 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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<b>2010 Population by Age</b>			
Total	8,020	17,035	33,919
0 - 4	7.3%	6.5%	6.6%
5 - 9	7.1%	6.7%	6.3%
10 - 14	7.2%	6.5%	5.7%
15 - 24	12.9%	12.5%	12.6%
25 - 34	13.5%	13.9%	16.4%
35 - 44	12.6%	13.6%	15.5%
45 - 54	15.9%	16.4%	16.8%
55 - 64	12.4%	12.3%	11.2%
65 - 74	6.5%	6.6%	5.4%
75 - 84	3.7%	3.8%	2.7%
85 +	0.8%	1.1%	0.9%
18 +	74.3%	76.4%	78.0%
<b>2022 Population by Age</b>			
Total	7,521	16,085	31,317
0 - 4	6.3%	5.7%	6.2%
5 - 9	6.7%	6.0%	6.0%
10 - 14	6.8%	6.0%	5.6%
15 - 24	11.4%	11.2%	13.9%
25 - 34	14.3%	15.5%	18.4%
35 - 44	12.5%	13.0%	14.3%
45 - 54	12.2%	12.2%	11.6%
55 - 64	13.7%	13.5%	11.2%
65 - 74	10.0%	10.3%	7.9%
75 - 84	4.7%	4.9%	3.7%
85 +	1.4%	1.5%	1.3%
18 +	76.7%	78.9%	79.0%
<b>2027 Population by Age</b>			
Total	7,510	16,097	31,299
0 - 4	6.2%	5.7%	6.2%
5 - 9	6.3%	5.7%	5.8%
10 - 14	6.7%	6.0%	5.6%
15 - 24	11.3%	11.1%	13.7%
25 - 34	13.1%	14.0%	17.0%
35 - 44	13.5%	14.5%	15.7%
45 - 54	12.5%	12.3%	11.4%
55 - 64	12.0%	11.7%	9.8%
65 - 74	10.8%	11.1%	8.6%
75 - 84	5.9%	6.3%	4.8%
85 +	1.5%	1.6%	1.4%
18 +	77.0%	79.3%	79.2%
<b>2010 Population by Sex</b>			
Males	3,887	8,665	19,564
Females	4,134	8,366	14,356
<b>2022 Population by Sex</b>			
Males	3,686	8,161	17,339
Females	3,835	7,923	13,978
<b>2027 Population by Sex</b>			
Males	3,699	8,193	17,357
Females	3,811	7,906	13,941

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<b>2010 Population by Race/Ethnicity</b>			
Total	8,022	17,030	33,920
White Alone	64.7%	67.4%	66.5%
Black Alone	21.6%	20.2%	21.5%
American Indian Alone	0.5%	0.4%	0.5%
Asian Alone	3.8%	3.2%	2.7%
Pacific Islander Alone	0.1%	0.1%	0.2%
Some Other Race Alone	2.9%	2.9%	3.7%
Two or More Races	6.4%	5.8%	5.1%
Hispanic Origin	12.4%	11.8%	13.7%
Diversity Index	63.1	60.4	62.4
<b>2020 Population by Race/Ethnicity</b>			
Total	7,550	16,124	31,674
White Alone	59.7%	61.1%	61.7%
Black Alone	17.8%	17.5%	18.7%
American Indian Alone	0.4%	0.3%	0.4%
Asian Alone	3.4%	3.0%	2.8%
Pacific Islander Alone	0.2%	0.2%	0.3%
Some Other Race Alone	5.0%	4.8%	4.2%
Two or More Races	13.5%	13.1%	11.8%
Hispanic Origin	13.9%	13.4%	14.8%
Diversity Index	68.7	67.4	67.6
<b>2022 Population by Race/Ethnicity</b>			
Total	7,520	16,084	31,316
White Alone	59.1%	60.5%	61.2%
Black Alone	17.9%	17.6%	18.6%
American Indian Alone	0.4%	0.3%	0.4%
Asian Alone	3.4%	3.0%	2.8%
Pacific Islander Alone	0.2%	0.2%	0.3%
Some Other Race Alone	5.1%	4.9%	4.4%
Two or More Races	14.0%	13.5%	12.3%
Hispanic Origin	14.1%	13.5%	14.8%
Diversity Index	69.3	68.0	68.1
<b>2027 Population by Race/Ethnicity</b>			
Total	7,510	16,098	31,299
White Alone	56.8%	58.2%	59.0%
Black Alone	17.9%	17.7%	18.9%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	3.6%	3.2%	3.0%
Pacific Islander Alone	0.2%	0.2%	0.3%
Some Other Race Alone	5.6%	5.4%	4.8%
Two or More Races	15.5%	15.0%	13.6%
Hispanic Origin	14.4%	13.8%	15.0%
Diversity Index	71.1	69.8	69.7
<b>2010 Population by Relationship and Household Type</b>			
Total	8,021	17,032	33,919
In Households	99.7%	95.3%	82.1%
In Family Households	86.2%	81.7%	71.9%
Householder	25.7%	24.5%	21.3%
Spouse	16.4%	16.4%	15.1%
Child	35.7%	33.0%	29.5%
Other relative	4.5%	4.3%	3.3%
Nonrelative	4.0%	3.5%	2.6%
In Nonfamily Households	13.5%	13.6%	10.2%
In Group Quarters	0.3%	4.7%	17.9%
Institutionalized Population	0.0%	4.3%	16.5%
Noninstitutionalized Population	0.3%	0.4%	1.4%

**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>2022 Population 25+ by Educational Attainment</b>			
Total	5,173	11,426	21,412
Less than 9th Grade	1.9%	2.6%	3.2%
9th - 12th Grade, No Diploma	4.2%	6.5%	6.5%
High School Graduate	35.0%	33.4%	30.3%
GED/Alternative Credential	7.2%	8.8%	7.4%
Some College, No Degree	24.6%	23.2%	22.7%
Associate Degree	12.0%	11.5%	11.7%
Bachelor's Degree	11.5%	10.5%	12.8%
Graduate/Professional Degree	3.6%	3.5%	5.4%
<b>2022 Population 15+ by Marital Status</b>			
Total	6,030	13,228	25,750
Never Married	33.5%	34.3%	36.3%
Married	48.2%	48.7%	50.4%
Widowed	5.2%	4.7%	3.4%
Divorced	13.1%	12.3%	9.9%
<b>2022 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	3,641	7,579	12,420
Population 16+ Employed	92.8%	92.1%	92.7%
Population 16+ Unemployment rate	7.2%	7.9%	7.3%
Population 16-24 Employed	12.3%	12.0%	12.9%
Population 16-24 Unemployment rate	13.3%	14.6%	14.9%
Population 25-54 Employed	60.9%	60.8%	62.1%
Population 25-54 Unemployment rate	5.9%	7.0%	6.3%
Population 55-64 Employed	19.6%	19.4%	18.3%
Population 55-64 Unemployment rate	4.1%	3.8%	3.2%
Population 65+ Employed	7.2%	7.8%	6.8%
Population 65+ Unemployment rate	14.2%	13.6%	10.4%
<b>2022 Employed Population 16+ by Industry</b>			
Total	3,380	6,978	11,517
Agriculture/Mining	0.7%	1.1%	1.0%
Construction	8.9%	9.1%	7.7%
Manufacturing	5.8%	5.4%	5.2%
Wholesale Trade	2.8%	3.1%	2.8%
Retail Trade	13.0%	11.2%	10.6%
Transportation/Utilities	7.8%	7.9%	8.0%
Information	1.7%	1.7%	1.8%
Finance/Insurance/Real Estate	3.5%	3.3%	3.1%
Services	42.4%	44.0%	44.6%
Public Administration	13.5%	13.1%	15.2%
<b>2022 Employed Population 16+ by Occupation</b>			
Total	3,381	6,978	11,516
White Collar	51.9%	50.3%	53.8%
Management/Business/Financial	11.7%	11.5%	12.7%
Professional	18.6%	18.3%	20.4%
Sales	8.7%	7.4%	7.0%
Administrative Support	13.0%	13.1%	13.6%
Services	18.6%	18.4%	18.5%
Blue Collar	29.5%	31.3%	27.7%
Farming/Forestry/Fishing	0.1%	0.1%	0.3%
Construction/Extraction	5.1%	6.6%	5.7%
Installation/Maintenance/Repair	7.3%	6.8%	6.0%
Production	6.4%	5.8%	5.0%
Transportation/Material Moving	10.7%	12.0%	10.7%

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<b>2010 Households by Type</b>			
Total	2,893	6,010	9,965
Households with 1 Person	24.0%	24.6%	21.4%
Households with 2+ People	76.0%	75.4%	78.6%
Family Households	70.5%	69.6%	72.8%
Husband-wife Families	45.0%	46.5%	51.7%
With Related Children	20.4%	20.8%	26.1%
Other Family (No Spouse Present)	25.6%	23.1%	21.1%
Other Family with Male Householder	6.8%	6.5%	6.0%
With Related Children	4.3%	3.9%	3.6%
Other Family with Female Householder	18.7%	16.6%	15.0%
With Related Children	12.5%	10.5%	9.7%
Nonfamily Households	5.5%	5.9%	5.8%
All Households with Children	37.7%	35.9%	40.1%
Multigenerational Households	7.7%	7.2%	6.3%
Unmarried Partner Households	9.1%	8.8%	7.6%
Male-female	8.4%	8.1%	7.0%
Same-sex	0.7%	0.7%	0.6%
<b>2010 Households by Size</b>			
Total	2,893	6,010	9,965
1 Person Household	24.0%	24.6%	21.4%
2 Person Household	30.1%	30.2%	29.3%
3 Person Household	17.7%	17.8%	19.2%
4 Person Household	14.6%	14.4%	16.8%
5 Person Household	7.7%	7.7%	8.2%
6 Person Household	3.8%	3.3%	3.2%
7 + Person Household	2.1%	2.0%	2.0%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	2,893	6,010	9,964
Owner Occupied	77.4%	78.6%	69.6%
Owned with a Mortgage/Loan	57.7%	58.2%	52.4%
Owned Free and Clear	19.8%	20.4%	17.2%
Renter Occupied	22.6%	21.4%	30.4%
<b>2022 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	128	126	127
Percent of Income for Mortgage	14.7%	14.9%	15.3%
Wealth Index	67	71	72
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	3,071	6,487	10,768
Housing Units Inside Urbanized Area	0.0%	0.1%	2.2%
Housing Units Inside Urbanized Cluster	97.3%	92.9%	86.0%
Rural Housing Units	2.7%	7.0%	11.8%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	8,020	17,032	33,920
Population Inside Urbanized Area	0.0%	0.1%	2.1%
Population Inside Urbanized Cluster	96.9%	93.7%	87.7%
Rural Population	3.1%	6.3%	10.2%

**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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<b>Top 3 Tapestry Segments</b>			
1.	Home Improvement (4B)	Home Improvement (4B)	Home Improvement (4B)
2.	Front Porches (8E)	Parks and Rec (5C)	Parks and Rec (5C)
3.	Parks and Rec (5C)	Front Porches (8E)	Military Proximity (14A)
<b>2022 Consumer Spending</b>			
Apparel & Services: Total \$	\$5,415,744	\$11,472,377	\$20,563,766
Average Spent	\$1,968.65	\$1,974.25	\$2,092.15
Spending Potential Index	82	82	87
Education: Total \$	\$4,716,705	\$9,767,034	\$17,242,997
Average Spent	\$1,714.54	\$1,680.78	\$1,754.30
Spending Potential Index	87	86	89
Entertainment/Recreation: Total \$	\$8,252,449	\$17,634,997	\$31,047,106
Average Spent	\$2,999.80	\$3,034.76	\$3,158.72
Spending Potential Index	82	83	86
Food at Home: Total \$	\$13,919,202	\$29,570,654	\$52,441,828
Average Spent	\$5,059.69	\$5,088.74	\$5,335.42
Spending Potential Index	82	82	86
Food Away from Home: Total \$	\$9,709,129	\$20,596,488	\$37,148,098
Average Spent	\$3,529.31	\$3,544.40	\$3,779.44
Spending Potential Index	82	82	88
Health Care: Total \$	\$15,854,985	\$34,210,441	\$59,425,456
Average Spent	\$5,763.35	\$5,887.19	\$6,045.93
Spending Potential Index	81	83	85
HH Furnishings & Equipment: Total \$	\$5,849,701	\$12,543,095	\$22,037,842
Average Spent	\$2,126.39	\$2,158.51	\$2,242.12
Spending Potential Index	83	84	88
Personal Care Products & Services: Total \$	\$2,335,966	\$4,980,162	\$8,733,963
Average Spent	\$849.13	\$857.02	\$888.59
Spending Potential Index	83	84	87
Shelter: Total \$	\$53,217,581	\$112,103,291	\$198,141,053
Average Spent	\$19,344.81	\$19,291.57	\$20,158.82
Spending Potential Index	84	84	88
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$6,216,473	\$13,595,690	\$23,416,686
Average Spent	\$2,259.71	\$2,339.65	\$2,382.41
Spending Potential Index	83	86	88
Travel: Total \$	\$6,663,728	\$14,298,683	\$25,055,886
Average Spent	\$2,422.29	\$2,460.62	\$2,549.18
Spending Potential Index	84	86	89
Vehicle Maintenance & Repairs: Total \$	\$2,838,982	\$6,088,709	\$10,788,517
Average Spent	\$1,031.98	\$1,047.79	\$1,097.62
Spending Potential Index	82	83	87

**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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.