



# Community Profile

Rings: 1, 3, 5 mile radii

307 Route 70 W, Marlton, NJ 08053, USA

Latitude: 39.8960  
Longitude: -74.93267

	1 mile	3 mile	5 mile
<b>Population Summary</b>			
2000 Total Population	11,452	71,118	172,202
2010 Total Population	11,425	71,979	176,212
2020 Total Population	11,389	72,704	179,056
2020 Group Quarters	66	1,033	2,217
2025 Total Population	11,408	73,772	181,413
2020-2025 Annual Rate	0.03%	0.29%	0.26%
2020 Total Daytime Population	13,051	81,971	196,557
Workers	7,662	44,345	104,550
Residents	5,389	37,626	92,007
<b>Household Summary</b>			
2000 Households	4,380	25,738	66,297
2000 Average Household Size	2.59	2.72	2.55
2010 Households	4,485	26,894	69,328
2010 Average Household Size	2.53	2.64	2.51
2020 Households	4,484	27,176	70,587
2020 Average Household Size	2.53	2.64	2.51
2025 Households	4,500	27,539	71,450
2025 Average Household Size	2.52	2.64	2.51
2020-2025 Annual Rate	0.07%	0.27%	0.24%
2010 Families	3,109	19,515	47,180
2010 Average Family Size	3.11	3.16	3.09
2020 Families	3,072	19,634	47,729
2020 Average Family Size	3.11	3.17	3.10
2025 Families	3,072	19,862	48,281
2025 Average Family Size	3.11	3.17	3.10
2020-2025 Annual Rate	0.00%	0.23%	0.23%
<b>Housing Unit Summary</b>			
2000 Housing Units	4,481	26,538	68,966
Owner Occupied Housing Units	71.5%	79.3%	72.9%
Renter Occupied Housing Units	26.2%	17.7%	23.2%
Vacant Housing Units	2.3%	3.0%	3.9%
2010 Housing Units	4,707	28,017	73,036
Owner Occupied Housing Units	70.2%	77.6%	71.5%
Renter Occupied Housing Units	25.1%	18.4%	23.4%
Vacant Housing Units	4.7%	4.0%	5.1%
2020 Housing Units	4,707	28,451	74,947
Owner Occupied Housing Units	66.9%	74.7%	68.8%
Renter Occupied Housing Units	28.4%	20.8%	25.4%
Vacant Housing Units	4.7%	4.5%	5.8%
2025 Housing Units	4,752	29,020	76,303
Owner Occupied Housing Units	66.6%	73.6%	67.9%
Renter Occupied Housing Units	28.1%	21.3%	25.7%
Vacant Housing Units	5.3%	5.1%	6.4%
<b>Median Household Income</b>			
2020	\$100,084	\$106,021	\$97,040
2025	\$104,980	\$112,179	\$103,247
<b>Median Home Value</b>			
2020	\$286,839	\$318,772	\$301,555
2025	\$302,943	\$341,788	\$331,207
<b>Per Capita Income</b>			
2020	\$47,199	\$51,730	\$50,586
2025	\$52,381	\$57,010	\$55,783
<b>Median Age</b>			
2010	41.5	42.4	42.1
2020	44.2	44.6	44.1
2025	44.7	44.9	44.5

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



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<b>2020 Households by Income</b>			
Household Income Base	4,484	27,176	70,587
<\$15,000	3.0%	4.4%	5.7%
\$15,000 - \$24,999	6.0%	4.6%	5.3%
\$25,000 - \$34,999	4.0%	4.1%	5.3%
\$35,000 - \$49,999	7.0%	7.2%	8.2%
\$50,000 - \$74,999	17.1%	13.6%	14.0%
\$75,000 - \$99,999	12.8%	12.3%	12.8%
\$100,000 - \$149,999	23.8%	20.9%	19.7%
\$150,000 - \$199,999	12.9%	14.7%	13.0%
\$200,000+	13.3%	18.0%	16.1%
Average Household Income	\$120,976	\$137,223	\$128,078
<b>2025 Households by Income</b>			
Household Income Base	4,500	27,539	71,450
<\$15,000	2.7%	4.0%	5.2%
\$15,000 - \$24,999	5.4%	4.1%	4.8%
\$25,000 - \$34,999	3.7%	3.9%	5.0%
\$35,000 - \$49,999	6.4%	6.6%	7.5%
\$50,000 - \$74,999	16.0%	12.6%	13.1%
\$75,000 - \$99,999	12.2%	11.9%	12.5%
\$100,000 - \$149,999	23.5%	20.5%	19.5%
\$150,000 - \$199,999	14.2%	15.5%	14.0%
\$200,000+	15.8%	20.8%	18.5%
Average Household Income	\$134,352	\$151,449	\$141,368
<b>2020 Owner Occupied Housing Units by Value</b>			
Total	3,148	21,258	51,557
<\$50,000	1.7%	1.5%	1.5%
\$50,000 - \$99,999	0.4%	0.5%	1.5%
\$100,000 - \$149,999	4.8%	3.5%	4.9%
\$150,000 - \$199,999	9.1%	7.8%	10.0%
\$200,000 - \$249,999	13.2%	12.0%	14.9%
\$250,000 - \$299,999	28.2%	18.7%	16.7%
\$300,000 - \$399,999	35.4%	31.9%	27.0%
\$400,000 - \$499,999	4.1%	12.9%	11.8%
\$500,000 - \$749,999	2.8%	9.2%	8.9%
\$750,000 - \$999,999	0.0%	1.0%	1.8%
\$1,000,000 - \$1,499,999	0.0%	0.4%	0.6%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.2%	0.4%	0.4%
Average Home Value	\$295,259	\$349,706	\$339,338
<b>2025 Owner Occupied Housing Units by Value</b>			
Total	3,167	21,355	51,805
<\$50,000	1.8%	1.4%	1.5%
\$50,000 - \$99,999	0.3%	0.3%	1.3%
\$100,000 - \$149,999	3.1%	2.3%	3.3%
\$150,000 - \$199,999	6.5%	5.6%	7.4%
\$200,000 - \$249,999	11.3%	9.6%	12.4%
\$250,000 - \$299,999	25.8%	16.7%	15.1%
\$300,000 - \$399,999	40.8%	33.6%	28.5%
\$400,000 - \$499,999	5.4%	15.5%	14.3%
\$500,000 - \$749,999	4.7%	12.4%	12.2%
\$750,000 - \$999,999	0.1%	1.5%	2.7%
\$1,000,000 - \$1,499,999	0.0%	0.5%	0.7%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.3%	0.6%	0.5%
Average Home Value	\$314,901	\$378,827	\$372,435

**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.



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<b>2010 Population by Age</b>			
Total	11,426	71,978	176,212
0 - 4	5.1%	5.1%	5.3%
5 - 9	6.0%	6.5%	6.2%
10 - 14	7.0%	7.3%	6.9%
15 - 24	11.6%	11.6%	11.4%
25 - 34	11.3%	9.5%	11.0%
35 - 44	14.5%	13.9%	13.6%
45 - 54	16.9%	17.3%	16.5%
55 - 64	13.4%	13.2%	12.9%
65 - 74	7.7%	7.9%	7.9%
75 - 84	4.5%	5.1%	5.6%
85 +	2.0%	2.6%	2.7%
18 +	77.6%	76.3%	77.3%
<b>2020 Population by Age</b>			
Total	11,389	72,703	179,056
0 - 4	4.5%	4.6%	4.7%
5 - 9	5.3%	5.5%	5.4%
10 - 14	5.9%	6.5%	6.2%
15 - 24	10.9%	11.2%	11.0%
25 - 34	11.4%	10.7%	11.7%
35 - 44	13.0%	11.9%	12.1%
45 - 54	14.5%	14.6%	13.7%
55 - 64	15.1%	15.1%	14.7%
65 - 74	10.9%	10.3%	10.7%
75 - 84	5.9%	6.2%	6.3%
85 +	2.7%	3.2%	3.5%
18 +	80.7%	79.3%	79.8%
<b>2025 Population by Age</b>			
Total	11,407	73,772	181,415
0 - 4	4.6%	4.6%	4.7%
5 - 9	4.9%	5.4%	5.2%
10 - 14	5.6%	6.1%	5.8%
15 - 24	10.1%	10.2%	10.1%
25 - 34	11.4%	10.8%	11.8%
35 - 44	13.8%	13.1%	13.0%
45 - 54	13.0%	13.2%	12.6%
55 - 64	14.6%	14.5%	13.9%
65 - 74	11.8%	11.4%	11.8%
75 - 84	7.5%	7.3%	7.6%
85 +	2.8%	3.4%	3.6%
18 +	81.6%	80.2%	80.7%
<b>2010 Population by Sex</b>			
Males	5,452	34,256	83,973
Females	5,973	37,723	92,239
<b>2020 Population by Sex</b>			
Males	5,398	34,723	85,538
Females	5,991	37,981	93,518
<b>2025 Population by Sex</b>			
Males	5,404	35,378	86,964
Females	6,005	38,395	94,449

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

August 19, 2020



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<b>2010 Population by Race/Ethnicity</b>			
Total	11,425	71,980	176,213
White Alone	81.1%	82.1%	80.2%
Black Alone	4.8%	5.1%	6.6%
American Indian Alone	0.1%	0.1%	0.1%
Asian Alone	10.8%	10.2%	9.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.3%	0.7%	1.3%
Two or More Races	1.9%	1.8%	2.1%
Hispanic Origin	4.4%	3.2%	4.5%
Diversity Index	38.5	35.5	40.0
<b>2020 Population by Race/Ethnicity</b>			
Total	11,390	72,704	179,057
White Alone	76.5%	77.7%	75.7%
Black Alone	5.7%	6.0%	7.7%
American Indian Alone	0.1%	0.1%	0.1%
Asian Alone	13.2%	12.6%	11.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.9%	1.1%	1.9%
Two or More Races	2.5%	2.4%	2.8%
Hispanic Origin	6.5%	4.8%	6.6%
Diversity Index	46.7	43.3	48.0
<b>2025 Population by Race/Ethnicity</b>			
Total	11,408	73,772	181,412
White Alone	73.9%	75.3%	73.1%
Black Alone	6.1%	6.4%	8.2%
American Indian Alone	0.1%	0.1%	0.2%
Asian Alone	14.8%	14.1%	13.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.3%	1.3%	2.2%
Two or More Races	2.8%	2.7%	3.2%
Hispanic Origin	7.9%	5.8%	8.0%
Diversity Index	51.2	47.4	52.3
<b>2010 Population by Relationship and Household Type</b>			
Total	11,425	71,979	176,212
In Households	99.4%	98.5%	98.7%
In Family Households	85.4%	86.5%	83.9%
Householder	26.9%	27.3%	26.8%
Spouse	22.2%	22.8%	21.7%
Child	32.0%	32.8%	31.3%
Other relative	3.4%	2.7%	3.0%
Nonrelative	0.9%	0.9%	1.1%
In Nonfamily Households	14.0%	12.0%	14.8%
In Group Quarters	0.6%	1.5%	1.3%
Institutionalized Population	0.2%	1.1%	1.0%
Noninstitutionalized Population	0.4%	0.4%	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:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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<b>2020 Population 25+ by Educational Attainment</b>			
Total	8,362	52,431	130,143
Less than 9th Grade	2.7%	2.2%	2.0%
9th - 12th Grade, No Diploma	1.4%	2.0%	2.7%
High School Graduate	18.6%	15.8%	16.2%
GED/Alternative Credential	1.1%	1.3%	1.6%
Some College, No Degree	15.1%	14.1%	14.9%
Associate Degree	7.8%	7.1%	7.0%
Bachelor's Degree	32.8%	33.2%	32.5%
Graduate/Professional Degree	20.5%	24.3%	23.2%
<b>2020 Population 15+ by Marital Status</b>			
Total	9,596	60,572	149,773
Never Married	28.3%	25.5%	27.9%
Married	59.9%	60.3%	57.4%
Widowed	4.2%	6.1%	6.1%
Divorced	7.6%	8.1%	8.6%
<b>2020 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	6,991	40,121	100,338
Population 16+ Employed	86.3%	87.7%	87.0%
Population 16+ Unemployment rate	13.7%	12.3%	13.0%
Population 16-24 Employed	10.5%	9.0%	9.5%
Population 16-24 Unemployment rate	19.5%	20.9%	22.3%
Population 25-54 Employed	59.8%	60.1%	60.6%
Population 25-54 Unemployment rate	12.5%	11.4%	11.9%
Population 55-64 Employed	20.6%	21.9%	20.8%
Population 55-64 Unemployment rate	13.6%	11.2%	12.0%
Population 65+ Employed	9.1%	9.0%	9.0%
Population 65+ Unemployment rate	14.2%	11.7%	11.6%
<b>2020 Employed Population 16+ by Industry</b>			
Total	6,035	35,190	87,314
Agriculture/Mining	0.1%	0.2%	0.1%
Construction	5.2%	4.7%	4.3%
Manufacturing	9.1%	8.3%	7.8%
Wholesale Trade	3.8%	3.9%	3.6%
Retail Trade	10.8%	9.9%	10.3%
Transportation/Utilities	3.3%	4.2%	3.6%
Information	1.3%	2.8%	2.3%
Finance/Insurance/Real Estate	11.1%	11.4%	11.2%
Services	50.9%	50.5%	52.0%
Public Administration	4.4%	4.3%	4.8%
<b>2020 Employed Population 16+ by Occupation</b>			
Total	6,033	35,192	87,314
White Collar	77.4%	81.7%	81.5%
Management/Business/Financial	22.4%	22.9%	22.6%
Professional	31.2%	34.4%	34.7%
Sales	10.5%	11.4%	11.1%
Administrative Support	13.3%	13.0%	13.0%
Services	12.2%	9.0%	9.4%
Blue Collar	10.4%	9.3%	9.1%
Farming/Forestry/Fishing	0.2%	0.2%	0.1%
Construction/Extraction	2.5%	2.4%	2.2%
Installation/Maintenance/Repair	1.5%	1.5%	1.5%
Production	3.4%	2.5%	2.4%
Transportation/Material Moving	2.8%	2.6%	3.0%

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<b>2010 Households by Type</b>			
Total	4,485	26,894	69,329
Households with 1 Person	26.0%	23.6%	27.1%
Households with 2+ People	74.0%	76.4%	72.9%
Family Households	69.3%	72.6%	68.1%
Husband-wife Families	57.1%	60.6%	55.1%
With Related Children	26.4%	28.7%	25.2%
Other Family (No Spouse Present)	12.2%	11.9%	12.9%
Other Family with Male Householder	3.2%	2.9%	3.2%
With Related Children	1.3%	1.4%	1.6%
Other Family with Female Householder	9.0%	9.0%	9.7%
With Related Children	4.9%	5.0%	5.4%
Nonfamily Households	4.7%	3.9%	4.9%
All Households with Children	32.9%	35.2%	32.4%
Multigenerational Households	3.7%	3.2%	3.0%
Unmarried Partner Households	4.4%	3.8%	4.8%
Male-female	3.9%	3.3%	4.1%
Same-sex	0.4%	0.5%	0.7%
<b>2010 Households by Size</b>			
Total	4,486	26,893	69,327
1 Person Household	26.0%	23.6%	27.1%
2 Person Household	31.2%	31.5%	32.2%
3 Person Household	17.1%	17.6%	16.6%
4 Person Household	16.0%	17.6%	15.3%
5 Person Household	7.1%	7.2%	6.3%
6 Person Household	1.7%	1.9%	1.8%
7 + Person Household	0.9%	0.8%	0.8%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	4,485	26,894	69,328
Owner Occupied	73.7%	80.9%	75.3%
Owned with a Mortgage/Loan	56.7%	61.3%	55.7%
Owned Free and Clear	17.0%	19.5%	19.6%
Renter Occupied	26.3%	19.1%	24.7%
<b>2020 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	139	135	129
Percent of Income for Mortgage	12.0%	12.6%	13.0%
Wealth Index	162	195	178
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	4,707	28,017	73,036
Housing Units Inside Urbanized Area	100.0%	99.8%	99.7%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.2%	0.3%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	11,425	71,979	176,212
Population Inside Urbanized Area	100.0%	99.8%	99.6%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.2%	0.4%

**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.	Pleasantville (2B)	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)
2.	Savvy Suburbanites (1D)	Pleasantville (2B)	Pleasantville (2B)
3.	Old and Newcomers (8F)	Professional Pride (1B)	Exurbanites (1E)
<b>2020 Consumer Spending</b>			
Apparel & Services: Total \$	\$12,512,232	\$85,541,015	\$209,913,169
Average Spent	\$2,790.42	\$3,147.67	\$2,973.82
Spending Potential Index	130	147	139
Education: Total \$	\$11,848,609	\$82,303,338	\$197,280,778
Average Spent	\$2,642.42	\$3,028.53	\$2,794.86
Spending Potential Index	148	169	156
Entertainment/Recreation: Total \$	\$19,304,453	\$131,642,330	\$318,395,869
Average Spent	\$4,305.19	\$4,844.07	\$4,510.69
Spending Potential Index	133	149	139
Food at Home: Total \$	\$30,752,355	\$207,885,256	\$512,185,102
Average Spent	\$6,858.24	\$7,649.59	\$7,256.08
Spending Potential Index	128	143	136
Food Away from Home: Total \$	\$21,708,918	\$148,535,373	\$365,766,745
Average Spent	\$4,841.42	\$5,465.68	\$5,181.79
Spending Potential Index	128	145	137
Health Care: Total \$	\$33,560,983	\$227,537,703	\$550,755,232
Average Spent	\$7,484.61	\$8,372.74	\$7,802.50
Spending Potential Index	130	146	136
HH Furnishings & Equipment: Total \$	\$13,002,209	\$89,042,387	\$215,150,574
Average Spent	\$2,899.69	\$3,276.51	\$3,048.02
Spending Potential Index	133	150	140
Personal Care Products & Services: Total \$	\$5,388,557	\$37,003,370	\$90,359,039
Average Spent	\$1,201.73	\$1,361.62	\$1,280.11
Spending Potential Index	131	148	139
Shelter: Total \$	\$117,499,615	\$799,874,555	\$1,968,861,771
Average Spent	\$26,204.20	\$29,433.12	\$27,892.70
Spending Potential Index	135	152	144
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$13,500,923	\$93,882,450	\$224,882,290
Average Spent	\$3,010.91	\$3,454.61	\$3,185.89
Spending Potential Index	129	148	136
Travel: Total \$	\$15,118,557	\$104,717,494	\$251,049,019
Average Spent	\$3,371.67	\$3,853.31	\$3,556.59
Spending Potential Index	140	160	148
Vehicle Maintenance & Repairs: Total \$	\$6,722,215	\$45,604,136	\$111,662,036
Average Spent	\$1,499.16	\$1,678.10	\$1,581.91
Spending Potential Index	129	145	136

**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.