

Audience Profile

Jan 1 - Dec 31, 2023

Broomall Commons

2940 Springfield Road, Broomall, PA 19008

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Overview

Population	13,775		59,617		210,019	
Households	5,515		22,725		78,964	
Persons per Household	2.41	93	2.56	99	2.51	97
Household Median Income	\$107,152.37	154	\$124,223.09	179	\$112,302.95	162
Household Median Disposable Income	\$87,964.15	146	\$101,718.68	169	\$92,062.71	153
Household Median Discretionary Income	\$68,678.75	160	\$78,634.63	183	\$70,403.74	164
Average Income Per Person	\$58,884.71	158	\$64,555.12	173	\$61,248.04	164
Median Rent	\$1,697.98	34	\$1,703.1	34	\$1,512.29	119
Median House Value	\$621,403.84	151	\$672,280.08	164	\$601,497.39	146
Households in Poverty	181 (3.3%)	26	894 (3.9%)	31	4,281 (5.4%)	43
Household Median Wealth	\$108,911.55	139	\$120,613.29	154	\$110,310.04	140
Average Age	46.02	115	45.08	113	41.79	104
Median Age	47.92	125	46.87	122	40.88	106
Households with Children	1,576 (28.6%)	104	6,178 (27.2%)	99	22,544 (28.5%)	104
High School Graduate or Higher	9,879 (95.4%)	108	42,655 (96.6%)	109	139,835 (96.6%)	109

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

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Bachelor's Degree or Higher	5,610 (54.2%)	25,809 (58.4%)	86,869 (60%)
Pop density (per sq mi)	3,887	1,990	3,088
Area (based on blockgroups)	4	30	68

Population

Population 2022 Q4	13,775	59,617	210,019
Population 2022 Q3	13,776	59,632	209,954
Population 2022 Q2	13,745	59,462	209,644
Population 2022 Q1	13,758	59,473	209,578
Population 2021 Q4	13,761	59,500	209,651
Population 2021 Q3	13,761	59,454	209,486
Population 2021 Q2	13,747	59,314	208,981
Population 2021 Q1	13,754	59,346	209,047
Population 2020 Q4	13,784	59,324	208,894
Population 5 Years Forecast	14,312	62,071	215,393
Population 10 Years Forecast	14,787	64,276	221,100
Persons per Household	2.41 (93)	2.56 (99)	2.51 (97)

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats





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Group Quarters	505 (3.7%) 	1,366 (2.3%) 	12,052 (5.7%) 
Transient Population - Average Last 4 Quarters			581 (<0.5%) 

Households

Households 2022 Q4	5,515	22,725	78,964
Households 2022 Q3	5,514	22,729	78,934
Households 2022 Q2	5,500	22,660	78,797
Households 2022 Q1	5,505	22,661	78,773
Households 2021 Q4	5,507	22,676	78,800
Households 2021 Q3	5,505	22,656	78,737
Households 2021 Q2	5,497	22,601	78,505
Households 2021 Q1	5,500	22,611	78,540
Households 2020 Q4	5,519	22,612	78,470
Households 5 Years Forecast	5,777	23,726	81,220
Households 10 Years Forecast	5,995	24,612	83,559

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Gender

Male	6,494	(47.1%)	96	28,525	(47.8%)	97	100,292	(47.8%)	97
Female	7,281	(52.9%)	104	31,092	(52.2%)	103	109,727	(52.2%)	103

Ethnicity

White	11,992	(87.1%)	142	51,687	(86.7%)	141	175,817	(83.7%)	136
Asian	1,163	(8.4%)	166	4,574	(7.7%)	151	12,966	(6.2%)	121
Other	303	(2.2%)	61	987	(1.7%)	46	5,019	(2.4%)	66
Black	182	(1.3%)	11	1,180	(2%)	17	9,983	(4.8%)	40
Hispanic (Ethnic)	135	(1%)	5	1,189	(2%)	11	6,234	(3%)	16

Household by Ethnicity

White	4,830	(87.6%)	137	19,924	(87.7%)	137	67,084	(85%)	133
Asian	470	(8.5%)	193	1,745	(7.7%)	174	4,630	(5.9%)	33
Other	111	(2%)	37	417	(1.8%)	34	1,990	(2.5%)	46
Hispanic (Ethnic)	59	(1.1%)	7	330	(1.5%)	10	1,634	(2.1%)	14
Black	45	(0.8%)	7	309	(1.4%)	12	3,626	(4.6%)	41

Households Income

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

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Household Average Income	\$142,838.55	147	\$166,021.63	170	\$156,492.9	161
Average Income Per Person	\$58,884.71	158	\$64,555.12	173	\$61,248.04	164
Household Median Income	\$107,152.37	154	\$124,223.09	179	\$112,302.95	162
<\$15K	192 (3.5%)	38	872 (3.8%)	42	3,195 (4%)	44
\$15K - \$25K	355 (6.4%)	84	917 (4%)	52	2,893 (3.7%)	48
\$25K - \$35K	206 (3.7%)	46	1,132 (5%)	62	4,150 (5.3%)	65
\$35K - \$50K	442 (8%)	70	1,540 (6.8%)	59	6,051 (7.7%)	67
\$50K - \$75K	734 (13.3%)	71	2,499 (11%)	65	9,764 (12.4%)	73
\$75K - \$100K	672 (12.2%)	94	2,264 (10%)	77	9,423 (11.9%)	92
\$100K - \$150K	1,058 (19.2%)	116	4,428 (19.5%)	118	15,262 (19.3%)	117
\$150K - \$175K	577 (10.5%)	199	2,149 (9.5%)	180	6,514 (8.2%)	157
\$175K - \$200K	387 (7%)	130	3,062 (13.5%)	250	8,835 (11.2%)	207
\$200K - \$250K	501 (9.1%)	243	2,164 (9.5%)	255	7,209 (9.1%)	245
\$250K - \$500K	213 (3.9%)	242	926 (4.1%)	256	3,088 (3.9%)	245
>\$500K	178 (3.2%)	242	772 (3.4%)	255	2,580 (3.3%)	245

Disposable Households Income

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

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Household Average Disposable Income	\$100,626.26		136	\$108,009.79		146	\$103,564.87		140
Household Median Disposable Income	\$87,964.15		146	\$101,718.68		169	\$92,062.71		153
<\$15K	240	(4.4%)	44	1,057	(4.7%)	47	3,731	(4.7%)	47
\$15K - \$25K	403	(7.3%)	8	1,080	(4.8%)	52	3,614	(4.6%)	51
\$25K - \$35K	276	(5%)	54	1,297	(5.7%)	62	4,823	(6.1%)	66
\$35K - \$50K	521	(9.4%)	70	1,942	(8.5%)	64	7,894	(10%)	74
\$50K - \$75K	912	(16.5%)	89	2,967	(13.1%)	71	11,683	(14.8%)	8
\$75K - \$100K	739	(13.4%)	96	2,816	(12.4%)	89	10,835	(13.7%)	99
\$100K - \$150K	1,312	(23.8%)	152	5,611	(24.7%)	157	17,351	(22%)	140
\$150K - \$175K	402	(7.3%)	151	2,885	(12.7%)	263	8,792	(11.1%)	231
\$175K - \$200K	197	(3.6%)	229	860	(3.8%)	243	2,869	(3.6%)	233
\$200K - \$250K	207	(3.8%)	246	888	(3.9%)	256	2,967	(3.8%)	246
\$250K - \$500K	283	(5.1%)	245	1,215	(5.3%)	255	4,052	(5.1%)	245
>\$500K	23	(<0.5%)	227	107	(<0.5%)	257	353	(<0.5%)	244

Discretionary Households Income

Household Average Discretionary Income	\$74,960.51		145	\$80,686.93		156	\$76,812.13		148
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Household Median Discretionary Income	\$68,678.75	160	\$78,634.63	183	\$70,403.74	164
<\$10K	178 (3.2%)	32	795 (3.5%)	34	3,044 (3.9%)	38
\$10K - \$20K	520 (9.4%)	75	1,614 (7.1%)	55	5,264 (6.7%)	51
\$20K - \$30K	323 (5.9%)	47	1,655 (7.3%)	58	6,519 (8.3%)	66
\$30K - \$40K	473 (8.6%)	70	1,573 (6.9%)	61	6,463 (8.2%)	72
\$40K - \$50K	475 (8.6%)	90	1,487 (6.5%)	68	5,991 (7.6%)	7
\$50K - \$75K	1,028 (18.6%)	103	3,747 (16.5%)	91	14,705 (18.6%)	103
\$75K - \$100K	869 (15.8%)	149	3,607 (15.9%)	150	11,823 (15%)	141
\$100K - \$125K	774 (14%)	207	3,366 (14.8%)	219	10,031 (12.7%)	188
\$125K - \$150K	389 (7.1%)	160	2,656 (11.7%)	265	7,598 (9.6%)	218
>\$150K	486 (8.8%)	351	2,225 (9.8%)	389	7,526 (9.5%)	379

Households Income by Ethnicity

Average Income - White	\$109,024.75	125	\$117,063.6	134	\$114,389.33	31
Median Income - White	\$103,971.19	137	\$123,797.51	163	\$115,348.84	152
Average Income - Black	\$95,233.64	155	\$125,295.3	204	\$87,598.48	143
Median Income - Black	\$101,562.44	212	\$139,526.44	291	\$79,503.18	166

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Average Income - Asian	\$116,559.56 (113)	\$122,735.49 (118)	\$115,568.72 (112)
Median Income - Asian	\$113,709.13 (115)	\$129,562.32 (131)	\$118,035.61 (119)
Average Income - Hispanic	\$152,318.08 (214)	\$119,209.96 (167)	\$107,023.88 (150)
Median Income - Hispanic	\$191,070.61 (323)	\$117,261.21 (199)	\$100,485.42 (170)
Average Income - Other	\$113,048.94 (143)	\$106,000.08 (134)	\$100,142.2 (127)
Median Income - Other	\$93,749.25 (139)	\$102,232.05 (152)	\$88,556.67 (31)

Age

Average Age	46.02 (115)	45.08 (113)	41.79 (104)
Median Age	47.92 (125)	46.87 (122)	40.88 (106)
0-4	626 (4.5%) (75)	2,676 (4.5%) (74)	10,432 (5%) (8)
5-13	1,117 (8.1%) (74)	4,824 (8.1%) (75)	18,706 (8.9%) (8)
14-17	524 (3.8%) (7)	2,387 (4%) (8)	9,078 (4.3%) (87)
18-21	606 (4.4%) (75)	2,934 (4.9%) (8)	17,270 (8.2%) (136)
22-24	546 (4%) (97)	2,618 (4.4%) (107)	9,835 (4.7%) (114)
25-29	914 (6.6%) (102)	4,232 (7.1%) (110)	13,444 (6.4%) (99)
30-34	802 (5.8%) (95)	3,489 (5.9%) (96)	12,393 (5.9%) (97)

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35-39	678	(4.9%)	2,748	(4.6%)	11,424	(5.4%)
40-44	624	(4.5%)	2,584	(4.3%)	11,088	(5.3%)
45-49	618	(4.5%)	2,816	(4.7%)	11,204	(5.3%)
50-54	824	(6%)	3,564	(6%)	12,438	(5.9%)
55-59	1,053	(7.6%)	4,497	(7.5%)	14,265	(6.8%)
60-64	1,104	(8%)	4,979	(8.4%)	15,179	(7.2%)
65-69	1,075	(7.8%)	4,810	(8.1%)	14,174	(6.7%)
70-74	898	(6.5%)	3,946	(6.6%)	11,448	(5.5%)
75-79	667	(4.8%)	2,813	(4.7%)	7,966	(3.8%)
80-84	490	(3.6%)	1,865	(3.1%)	5,057	(2.4%)
85+	609	(4.4%)	1,835	(3.1%)	4,618	(2.2%)

Age - Male

Male Average Age	43.58	43.26	40.5			
Male Median Age	43.45	43.06	38.41			
0-4	321	(4.9%)	1,371	(4.8%)	5,345	(5.3%)
5-13	565	(8.7%)	2,463	(8.6%)	9,562	(9.5%)

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14-17	251	(3.9%)	1,198	(4.2%)	4,609	(4.6%)
18-21	309	(4.8%)	1,495	(5.2%)	8,023	(8%)
22-24	291	(4.5%)	1,367	(4.8%)	4,747	(4.7%)
25-29	475	(7.3%)	2,193	(7.7%)	6,844	(6.8%)
30-34	420	(6.5%)	1,782	(6.2%)	6,227	(6.2%)
35-39	349	(5.4%)	1,411	(4.9%)	5,619	(5.6%)
40-44	308	(4.7%)	1,286	(4.5%)	5,416	(5.4%)
45-49	306	(4.7%)	1,318	(4.6%)	5,413	(5.4%)
50-54	386	(5.9%)	1,669	(5.9%)	5,959	(5.9%)
55-59	498	(7.7%)	2,111	(7.4%)	6,694	(6.7%)
60-64	532	(8.2%)	2,343	(8.2%)	7,129	(7.1%)
65-69	497	(7.7%)	2,247	(7.9%)	6,652	(6.6%)
70-74	400	(6.2%)	1,822	(6.4%)	5,297	(5.3%)
75-79	271	(4.2%)	1,221	(4.3%)	3,458	(3.4%)
80-84	175	(2.7%)	727	(2.5%)	1,988	(2%)
85+	140	(2.2%)	501	(1.8%)	1,310	(1.3%)

Age - Female

Female Average Age	48.19		46.74		42.98	
Female Median Age	51.65		50.26		42.3	
0-4	305	(4.2%)	1,305	(4.2%)	5,087	(4.6%)
5-13	552	(7.6%)	2,361	(7.6%)	9,144	(8.3%)
14-17	273	(3.7%)	1,189	(3.8%)	4,469	(4.1%)
18-21	297	(4.1%)	1,439	(4.6%)	9,247	(8.4%)
22-24	255	(3.5%)	1,251	(4%)	5,088	(4.6%)
25-29	439	(6%)	2,039	(6.6%)	6,600	(6%)
30-34	382	(5.2%)	1,707	(5.5%)	6,166	(5.6%)
35-39	329	(4.5%)	1,337	(4.3%)	5,805	(5.3%)
40-44	316	(4.3%)	1,298	(4.2%)	5,672	(5.2%)
45-49	312	(4.3%)	1,498	(4.8%)	5,791	(5.3%)
50-54	438	(6%)	1,895	(6.1%)	6,479	(5.9%)
55-59	555	(7.6%)	2,386	(7.7%)	7,571	(6.9%)
60-64	572	(7.9%)	2,636	(8.5%)	8,050	(7.3%)
65-69	578	(7.9%)	2,563	(8.2%)	7,522	(6.9%)
70-74	498	(6.8%)	2,124	(6.8%)	6,151	(5.6%)
75-79	396	(5.4%)	1,592	(5.1%)	4,508	(4.1%)
80-84	315	(4.3%)	1,138	(3.7%)	3,069	(2.8%)
85+	469	(6.4%)	1,334	(4.3%)	3,308	(3%)

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Employment by Occupation

Total Employees (16+ Years Old)	7,734			32,226			114,376		
Professional Specialty	2,516	(32.5%)	137	11,447	(35.5%)	150	39,915	(34.9%)	147
Managerial/Executive	1,966	(25.4%)	155	8,430	(26.2%)	160	27,776	(24.3%)	148
Office Admin	736	(9.5%)	86	2,762	(8.6%)	77	11,116	(9.7%)	88
Construction	587	(7.6%)	93	1,804	(5.6%)	68	5,346	(4.7%)	57
Sales	543	(7%)	72	3,022	(9.4%)	96	11,288	(9.9%)	101
Production & Transportation	462	(6%)	45	1,584	(4.9%)	37	6,040	(5.3%)	40
Food Preparation & Serving	331	(4.3%)	8	1,040	(3.2%)	60	4,656	(4.1%)	76
Building Maintenance & Cleaning	234	(3%)	83	635	(2%)	54	1,960	(1.7%)	47
Personal Care	201	(2.6%)	99	647	(2%)	76	2,948	(2.6%)	98
Healthcare support	104	(1.3%)	41	399	(1.2%)	38	1,596	(1.4%)	43
Protective	54	(0.7%)	32	358	(1.1%)	51	1,555	(1.4%)	62
Farming, Fishing & Forestry				98	(<0.5%)	47	180	(<0.5%)	24

Employment by Industry

Total Employees (16+ Years Old)	7,734			32,226			114,376		
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Educational Services	1,955	(25.3%)	108	8,803	(27.3%)	117	33,754	(29.5%)	127
Wholesale Retail	863	(11.2%)	83	3,266	(10.1%)	75	11,752	(10.3%)	74
Financial, Insurance & Real Estate	837	(10.8%)	164	3,996	(12.4%)	187	12,720	(11.1%)	168
Professional Services	775	(10%)	34	4,346	(13.5%)	180	14,924	(13%)	174
Agriculture/Mining/Construction	592	(7.7%)	89	2,008	(6.2%)	72	5,857	(5.1%)	60
Manufacturing	553	(7.2%)	71	2,418	(7.5%)	74	7,557	(6.6%)	66
Other Professional Services	533	(6.9%)	145	1,587	(4.9%)	103	5,572	(4.9%)	102
Administrative/Waste Services	441	(5.7%)	137	1,226	(3.8%)	91	3,969	(3.5%)	83
Entertainment Services	412	(5.3%)	59	1,798	(5.6%)	62	7,737	(6.8%)	75
Transportation	265	(3.4%)	61	838	(2.6%)	46	4,196	(3.7%)	65
Information	254	(3.3%)	175	866	(2.7%)	143	2,541	(2.2%)	118
Public Administration	209	(2.7%)	56	956	(3%)	62	3,241	(2.8%)	59
Management Services	45	(0.6%)	415	118	(<0.5%)	261	556	(<0.5%)	346

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Language Spoken

Speak English at Home	11,154	(84.8%)	109	48,892	(85.9%)	110	174,628	(87.5%)	112
Speak Other Language at Home	1,908	(14.5%)	179	7,182	(12.6%)	156	20,515	(10.3%)	127
Speak Spanish at Home	87	(0.7%)	5	867	(1.5%)	11	4,444	(2.2%)	16

Ancestry

Scottish/Irish	2,833	(20.6%)	303	11,490	(19.3%)	284	43,474	(20.7%)	305
Unclassified	2,378	(17.3%)	103	9,007	(15.1%)	90	30,121	(14.3%)	86
Italian	2,242	(16.3%)	544	8,809	(14.8%)	494	26,427	(12.6%)	421
Other	1,200	(8.7%)	40	6,398	(10.7%)	49	27,316	(13%)	60
German	1,135	(8.2%)	103	5,015	(8.4%)	105	18,303	(8.7%)	109
Other European (e.g. Greek/Russian)	725	(5.3%)	164	4,247	(7.1%)	222	12,833	(6.1%)	190
British	725	(5.3%)	97	3,784	(6.3%)	117	14,107	(6.7%)	124
American	393	(2.9%)	58	1,636	(2.7%)	56	5,665	(2.7%)	55
South Central Asian (e.g. Indian)	377	(2.7%)	209	1,264	(2.1%)	162	4,186	(2%)	152
Middle Eastern	328	(2.4%)	378	1,078	(1.8%)	287	2,534	(1.2%)	191
Chinese	265	(1.9%)	161	1,112	(1.9%)	156	3,492	(1.7%)	139

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

Audience Profile

Jan 1 - Dec 31, 2023

Broomall Commons

2940 Springfield Road, Broomall, PA 19008

Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile				
Polish	231	(1.7%)	108	1,204	(2%)	130	4,969	(2.4%)	153
South East Asian (e.g. Vietnamese)	227	(1.6%)	102	824	(1.4%)	86	2,231	(1.1%)	66
Korean	161	(1.2%)	276	1,092	(1.8%)	432	1,960	(0.9%)	220
Other Asian	132	(1%)	311	236	(<0.5%)	128	822	(<0.5%)	127
Scandinavian	111	(0.8%)	41	571	(1%)	49	2,193	(1%)	54
French	104	(0.8%)	60	389	(0.7%)	52	1,822	(0.9%)	69
Mexican	46	(<0.5%)	3	227	(<0.5%)	4	1,667	(0.8%)	8
Dutch	36	(<0.5%)	42	145	(<0.5%)	39	769	(<0.5%)	59
Native American (Indian/Eskimo)	33	(<0.5%)	30	70	(<0.5%)	15	229	(<0.5%)	14
South American	33	(<0.5%)	22	230	(<0.5%)	36	1,194	(0.6%)	53
Cuban	22	(<0.5%)	24	119	(<0.5%)	30	379	(<0.5%)	28
Puerto Rican	22	(<0.5%)	6	318	(0.5%)	21	1,140	(0.5%)	21
Other Hispanic	12	(<0.5%)	7	192	(<0.5%)	24	988	(<0.5%)	36
Hawaiian/Pacific Islander	3	(<0.5%)	12	11	(<0.5%)	11	57	(<0.5%)	16
Japanese	1	(<0.5%)	3	46	(<0.5%)	33	275	(<0.5%)	57
Central American				57	(<0.5%)	6	549	(<0.5%)	18

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

Audience Profile

Jan 1 - Dec 31, 2023

Broomall Commons

2940 Springfield Road, Broomall, PA 19008

Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Dominican	46 (<0.5%)	14 (<0.5%)	317 (<0.5%)
Education (Age 25+)			
Total Educated Population	10,356	44,178	144,698
Elementary (0 to 8 Years)	193 (1.9%)	38 (1.2%)	550 (1.1%)
Some High School (9 to 11 Years)	284 (2.7%)	43 (2.2%)	973 (2.3%)
High School Graduate (12 Years)	2,470 (23.9%)	89 (20.3%)	8,959 (17.5%)
Some College (13 to 16 Years)	1,253 (12.1%)	61 (11.8%)	5,229 (12.8%)
Associates Degree Only	546 (5.3%)	60 (6%)	2,658 (6.3%)
Bachelor's Degree Only	3,470 (33.5%)	164 (31.6%)	13,958 (32.2%)
Graduate Degree	2,140 (20.7%)	161 (26.8%)	11,851 (27.8%)

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

Audience Profile

Jan 1 - Dec 31, 2023
















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


















Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	5,515	22,725	78,964
One Person Households	1,745 (31.6%) 	5,757 (25.3%) 	21,845 (27.7%) 
Married Couple	3,115 (56.5%) 	14,393 (63.3%) 	44,969 (56.9%) 
Male Householder	203 (3.7%) 	563 (2.5%) 	2,028 (2.6%) 
Female Householder	316 (5.7%) 	1,336 (5.9%) 	6,391 (8.1%) 
Non Family Households	136 (2.5%) 	676 (3%) 	3,731 (4.7%) 

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	5,515	22,725	78,964
1 Person Household	1,745 (31.6%) 	5,757 (25.3%) 	21,845 (27.7%) 
2 Person Household	1,697 (30.8%) 	7,506 (33%) 	25,282 (32%) 
3 Person Household	846 (15.3%) 	3,704 (16.3%) 	12,766 (16.2%) 
4 Person Household	767 (13.9%) 	3,448 (15.2%) 	11,447 (14.5%) 
5 Person Household	302 (5.5%) 	1,564 (6.9%) 	5,237 (6.6%) 
6 Person Household	110 (2%) 	539 (2.4%) 	1,750 (2.2%) 
7+ Person Household	48 (0.9%) 	207 (0.9%) 	637 (0.8%) 

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

Audience Profile

Jan 1 - Dec 31, 2023

Broomall Commons

2940 Springfield Road, Broomall, PA 19008

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Housing Units

Total Housing Units	5,815	23,747	83,011
Owner Occupied Housing	4,293	18,529	59,362
Renter Occupied Housing	1,222	4,196	19,602
Vacant Housing	300	1,022	4,047

Housing Rent

Average Rent	\$1,889.81	\$1,915.16	\$1,668.32
Median Rent	\$1,697.98	\$1,703.1	\$1,512.29
Total Cash Rents Housing	1,173	4,005	18,828
<\$300			42 (<0.5%)
\$300-\$500		3 (<0.5%)	56 (<0.5%)
\$500-\$750	3 (<0.5%)	49 (1.2%)	455 (2.4%)
\$750-\$1000	63 (5.4%)	261 (6.5%)	1,899 (10.1%)
\$1000-\$1500	393 (33.5%)	1,237 (30.9%)	6,836 (36.3%)
\$1500-\$2000	322 (27.5%)	1,114 (27.8%)	5,127 (27.2%)
\$2000-\$2500	199 (17%)	549 (13.7%)	2,420 (12.9%)

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Audience Profile

Jan 1 - Dec 31, 2023

Broomall Commons

2940 Springfield Road, Broomall, PA 19008

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile			
\$2500-\$3000	50	(4.3%)	105	237	(5.9%)	836	(4.4%)	109
\$3000-\$3500	33	(2.8%)	142	108	(2.7%)	327	(1.7%)	87
>\$3500	110	(9.4%)	437	447	(11.2%)	830	(4.4%)	205

Value of Owner-Occupied Housing Units

Average House Value	\$502,012.45	95	\$732,646.42	139	\$677,686.8	28			
Median House Value	\$621,403.84	151	\$672,280.08	164	\$601,497.39	146			
Owner Occupied Housing	4,293		18,529		59,362				
<\$100K	76	(1.8%)	19	209	(1.1%)	12	746	(1.3%)	13
\$100K - \$200K	16	(<0.5%)	3	221	(1.2%)	9	1,626	(2.7%)	20
\$200K - \$300K	107	(2.5%)	18	510	(2.8%)	19	4,295	(7.2%)	51
\$300K - \$400K	337	(7.8%)	67	1,283	(6.9%)	59	5,744	(9.7%)	83
\$400K - \$500K	699	(16.3%)	171	2,443	(13.2%)	138	9,380	(15.8%)	166
\$500K - \$1000K	2,519	(58.7%)	227	9,557	(51.6%)	199	26,067	(43.9%)	170
>\$1000K	539	(12.6%)	8	4,306	(23.2%)	148	11,504	(19.4%)	124

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

Audience Profile

Jan 1 - Dec 31, 2023

Broomall Commons

2940 Springfield Road, Broomall, PA 19008

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Poverty

Households in Poverty	181	(3.3%)	26	894	(3.9%)	31	4,281	(5.4%)	43
Households Above Poverty	5,334	(96.7%)	111	21,831	(96.1%)	110	74,683	(94.6%)	108
Households in Poverty (Married)	19	(<0.5%)	15	157	(0.7%)	31	587	(0.7%)	33
Households in Poverty (Male Householder)				19	(<0.5%)	13	91	(<0.5%)	18
Households in Poverty (Female Householder)	31	(0.6%)	18	116	(0.5%)	17	652	(0.8%)	27
Households in Poverty (Non-Family)	126	(2.3%)	38	576	(2.5%)	42	2,708	(3.4%)	57
Households in Poverty (Non-Family Student)	5	(<0.5%)	15	26	(<0.5%)	18	243	(<0.5%)	49

Wealth per Household

Household Average Wealth	\$274,407.98		116	\$285,401.1		120	\$277,523.65		117
Household Median Wealth	\$108,911.55		139	\$120,613.29		154	\$110,310.04		140
<\$0K	847	(15.4%)	87	3,370	(14.8%)	84	12,213	(15.5%)	88
\$0K - \$5K	380	(6.9%)	7	1,456	(6.4%)	74	5,371	(6.8%)	7
\$5K - \$10K	214	(3.9%)	84	839	(3.7%)	8	3,070	(3.9%)	84
\$10K - \$25K	321	(5.8%)	91	1,289	(5.7%)	89	4,600	(5.8%)	91
\$25K - \$50K	367	(6.7%)	97	1,490	(6.6%)	96	5,214	(6.6%)	96

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Audience Profile

Jan 1 - Dec 31, 2023

Broomall Commons

2940 Springfield Road, Broomall, PA 19008

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
\$50K - \$100K	566	(10.3%)	2,317	(10.2%)	7,990	(10.1%)
\$100K - \$250K	1,052	(19.1%)	4,377	(19.3%)	14,898	(18.9%)
\$250K - \$500K	805	(14.6%)	3,407	(15%)	11,540	(14.6%)
>\$500K	963	(17.5%)	4,180	(18.4%)	14,068	(17.8%)

Vehicles per Household

Total Number of Vehicles	10,039		44,040		145,395	
Average Number of Vehicles	1.82		1.94		1.84	
No Vehicles	339	(6.1%)	897	(3.9%)	3,701	(4.7%)
1 Vehicle	1,772	(32.1%)	6,200	(27.3%)	25,013	(31.7%)
2 Vehicles	2,340	(42.4%)	10,749	(47.3%)	35,419	(44.9%)
3 or more Vehicles	1,064	(19.3%)	4,879	(21.5%)	14,831	(18.8%)

Population Change

Births	130		601		2,159
Deaths	198		835		2,418
Migration	82		351		627

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Audience Profile

Jan 1 - Dec 31, 2023

Broomall Commons

2940 Springfield Road, Broomall, PA 19008

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Workplace

Total Businesses	315	1,645	6,810
Total Employees	6,115	29,995	121,511

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats