

Audience Profile

Jan 1 - Dec 31, 2023

Plaza at Cherry Hill

2100 NJ-38, Cherry Hill, NJ 8002

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Overview

Population	10,928		113,163		284,694	
Households	4,400		44,013		107,811	
Persons per Household	2.44	94	2.55	99	2.62	101
Household Median Income	\$94,925.48	137	\$83,049.28	119	\$82,585.6	119
Household Median Disposable Income	\$79,183.37	132	\$69,960.04	116	\$69,630.04	116
Household Median Discretionary Income	\$57,519.18	134	\$48,705.43	114	\$48,291.99	113
Average Income Per Person	\$47,379.54	127	\$40,958.82	110	\$42,246.01	113
Median Rent	\$1,761.85	139	\$1,512.21	119	\$1,397.58	110
Median House Value	\$376,793.47	92	\$372,062.95	91	\$397,400.85	97
Households in Poverty	408 (9.3%)	73	4,179 (9.5%)	75	11,762 (10.9%)	86
Household Median Wealth	\$89,124.78	113	\$85,181.42	108	\$84,280.7	107
Average Age	41.38	103	41.12	103	40.91	102
Median Age	41.47	108	41.1	107	40.55	105
Households with Children	878 (20%)	72	11,851 (26.9%)	98	30,738 (28.5%)	103
High School Graduate or Higher	7,172 (93.1%)	105	71,455 (90.5%)	102	175,285 (88.8%)	100

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

Audience Profile

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Plaza at Cherry Hill

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	1 Mile	3 Mile	5 Mile
Bachelor's Degree or Higher	2,961 (38.4%) 	30,057 (38.1%) 	76,083 (38.5%) 
Pop density (per sq mi)	3,741	4,092	3,948
Area (based on blockgroups)	3	28	72

Population

Population 2022 Q4	10,928	113,163	284,694
Population 2022 Q3	10,904	112,818	283,640
Population 2022 Q2	10,912	112,837	283,608
Population 2022 Q1	10,915	112,912	283,682
Population 2021 Q4	10,880	112,937	283,694
Population 2021 Q3	10,848	112,814	283,261
Population 2021 Q2	10,849	112,768	283,157
Population 2021 Q1	10,882	112,804	283,236
Population 2020 Q4	10,896	112,905	283,433
Population 5 Years Forecast	11,466	115,083	288,343
Population 10 Years Forecast	11,864	117,166	292,944
Persons per Household	2.44 	2.55 	2.62 

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	● 1 Mile		● 3 Mile		● 5 Mile				
Group Quarters	212	(1.9%)	83	911	(0.8%)	34	2,266	(0.8%)	34
Transient Population - Average Last 4 Quarters	246	(2.3%)	182	1,147	(1%)	8	4,039	(1.4%)	115

Households

Households 2022 Q4	4,400		44,013		107,811
Households 2022 Q3	4,391		43,887		107,421
Households 2022 Q2	4,394		43,905		107,424
Households 2022 Q1	4,394		43,927		107,441
Households 2021 Q4	4,379		43,935		107,442
Households 2021 Q3	4,364		43,888		107,281
Households 2021 Q2	4,364		43,867		107,249
Households 2021 Q1	4,380		43,885		107,280
Households 2020 Q4	4,386		43,927		107,359
Households 5 Years Forecast	4,622		44,744		109,219
Households 10 Years Forecast	4,786		45,553		110,998

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Audience Profile

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Gender

Gender	1 Mile	3 Mile	5 Mile
Male	5,313 (48.6%)	55,112 (48.7%)	138,238 (48.6%)
Female	5,615 (51.4%)	58,051 (51.3%)	146,456 (51.4%)

Ethnicity

Ethnicity	1 Mile	3 Mile	5 Mile
White	7,537 (69%)	70,304 (62.1%)	171,112 (60.1%)
Hispanic (Ethnic)	1,133 (10.4%)	17,807 (15.7%)	49,978 (17.6%)
Asian	1,059 (9.7%)	8,677 (7.7%)	14,644 (5.1%)
Black	786 (7.2%)	13,045 (11.5%)	41,847 (14.7%)
Other	413 (3.8%)	3,330 (2.9%)	7,113 (2.5%)

Household by Ethnicity

Ethnicity	1 Mile	3 Mile	5 Mile
White	2,867 (65.2%)	26,933 (61.2%)	67,062 (62.2%)
Hispanic (Ethnic)	506 (11.5%)	7,051 (16%)	17,380 (16.1%)
Black	436 (9.9%)	4,906 (11.1%)	13,901 (12.9%)
Asian	328 (7.5%)	2,569 (5.8%)	4,405 (4.1%)
Other	263 (6%)	2,554 (5.8%)	5,063 (4.7%)

Households Income

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

Audience Profile

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	1 Mile		3 Mile		5 Mile	
Household Average Income	\$115,798.04	119	\$104,608.67	107	\$110,755.44	114
Average Income Per Person	\$47,379.54	127	\$40,958.82	110	\$42,246.01	113
Household Median Income	\$94,925.48	137	\$83,049.28	119	\$82,585.6	119
<\$15K	327 (7.4%)	8	2,972 (6.8%)	74	8,634 (8%)	88
\$15K - \$25K	209 (4.8%)	62	2,746 (6.2%)	8	7,867 (7.3%)	95
\$25K - \$35K	251 (5.7%)	70	3,191 (7.3%)	90	7,539 (7%)	86
\$35K - \$50K	296 (6.7%)	59	4,056 (9.2%)	8	9,556 (8.9%)	7
\$50K - \$75K	503 (11.4%)	68	6,685 (15.2%)	90	15,433 (14.3%)	85
\$75K - \$100K	739 (16.8%)	130	6,433 (14.6%)	113	14,294 (13.3%)	102
\$100K - \$150K	1,094 (24.9%)	151	8,974 (20.4%)	123	19,996 (18.5%)	112
\$150K - \$175K	382 (8.7%)	165	2,996 (6.8%)	130	7,229 (6.7%)	128
\$175K - \$200K	374 (8.5%)	158	2,908 (6.6%)	122	8,455 (7.8%)	145
\$200K - \$250K	125 (2.8%)	76	1,711 (3.9%)	104	4,932 (4.6%)	123
\$250K - \$500K	53 (1.2%)	76	729 (1.7%)	104	2,109 (2%)	123
>\$500K	47 (1.1%)	8	612 (1.4%)	104	1,767 (1.6%)	123

Disposable Households Income

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

Audience Profile

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	1 Mile		3 Mile		5 Mile	
Household Average Disposable Income	\$83,880.94	113	\$80,111.59	108	\$81,260.66	110
Household Median Disposable Income	\$79,183.37	32	\$69,960.04	116	\$69,630.04	116
<\$15K	351 (8%)	8	3,263 (7.4%)	74	9,426 (8.7%)	88
\$15K - \$25K	233 (5.3%)	58	3,400 (7.7%)	85	9,548 (8.9%)	98
\$25K - \$35K	326 (7.4%)	8	3,398 (7.7%)	83	8,086 (7.5%)	8
\$35K - \$50K	338 (7.7%)	57	4,712 (10.7%)	84	11,372 (10.5%)	7
\$50K - \$75K	793 (18%)	97	8,802 (20%)	108	19,216 (17.8%)	96
\$75K - \$100K	822 (18.7%)	34	7,046 (16%)	115	15,731 (14.6%)	105
\$100K - \$150K	1,083 (24.6%)	157	8,836 (20.1%)	128	20,710 (19.2%)	122
\$150K - \$175K	283 (6.4%)	33	2,255 (5.1%)	106	7,070 (6.6%)	136
\$175K - \$200K	47 (1.1%)	69	623 (1.4%)	91	1,808 (1.7%)	108
\$200K - \$250K	49 (1.1%)	75	672 (1.5%)	100	1,945 (1.8%)	118
\$250K - \$500K	69 (1.6%)	75	923 (2.1%)	100	2,666 (2.5%)	118
>\$500K	6 (<0.5%)	74	83 (<0.5%)	103	233 (<0.5%)	118

Discretionary Households Income

Household Average Discretionary Income	\$60,399.92	117	\$55,553.52	107	\$56,620.87	109
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Audience Profile

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Household Median Discretionary Income	\$57,519.18	34	\$48,705.43	114	\$48,291.99	113
<\$10K	322 (7.3%)	72	3,303 (7.5%)	72	11,347 (10.5%)	103
\$10K - \$20K	355 (8.1%)	62	5,232 (11.9%)	92	13,196 (12.2%)	94
\$20K - \$30K	370 (8.4%)	67	4,757 (10.8%)	86	10,839 (10.1%)	8
\$30K - \$40K	359 (8.2%)	72	4,705 (10.7%)	94	10,614 (9.8%)	87
\$40K - \$50K	408 (9.3%)	97	4,622 (10.5%)	109	9,567 (8.9%)	92
\$50K - \$75K	1,126 (25.6%)	142	9,360 (21.3%)	118	20,141 (18.7%)	103
\$75K - \$100K	826 (18.8%)	177	5,876 (13.4%)	126	13,739 (12.7%)	120
\$100K - \$125K	431 (9.8%)	145	3,618 (8.2%)	121	9,946 (9.2%)	136
\$125K - \$150K	113 (2.6%)	58	1,608 (3.7%)	83	5,140 (4.8%)	108
>\$150K	90 (2%)	8	932 (2.1%)	84	3,282 (3%)	121

Households Income by Ethnicity

Average Income - White	\$100,523.46	115	\$99,308.63	114	\$104,619.25	120
Median Income - White	\$98,965.77	30	\$94,327.45	124	\$101,376.51	33
Average Income - Black	\$115,946.25	189	\$75,825.09	124	\$66,136.95	108
Median Income - Black	\$135,832.9	284	\$67,975.66	142	\$53,471.37	112

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Average Income - Asian	\$86,075.4 (83)	\$91,671.67 (88)	\$94,851.31 (92)
Median Income - Asian	\$80,434.57 (8)	\$77,428.25 (7)	\$83,146.56 (84)
Average Income - Hispanic	\$78,167.05 (110)	\$74,688.64 (105)	\$63,864.9 (90)
Median Income - Hispanic	\$81,308.16 (138)	\$70,374.44 (119)	\$52,577.48 (89)
Average Income - Other	\$76,831.64 (97)	\$79,291.83 (100)	\$80,607.16 (102)
Median Income - Other	\$77,445.55 (115)	\$77,055.99 (114)	\$73,659.31 (109)

Age

Average Age	41.38 (103)	41.12 (103)	40.91 (102)
Median Age	41.47 (108)	41.1 (107)	40.55 (105)
0-4	708 (6.5%) (106)	6,944 (6.1%) (101)	17,143 (6%) (99)
5-13	1,255 (11.5%) (104)	12,651 (11.2%) (102)	31,119 (10.9%) (99)
14-17	462 (4.2%) (86)	5,203 (4.6%) (93)	13,638 (4.8%) (97)
18-21	438 (4%) (66)	5,214 (4.6%) (76)	14,074 (4.9%) (8)
22-24	361 (3.3%) (8)	4,161 (3.7%) (90)	11,269 (4%) (96)
25-29	616 (5.6%) (87)	6,937 (6.1%) (95)	18,711 (6.6%) (101)
30-34	623 (5.7%) (93)	6,724 (5.9%) (97)	17,535 (6.2%) (101)

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35-39	716	(6.6%)	109	6,817	(6%)	100	16,590	(5.8%)	97
40-44	777	(7.1%)	117	6,998	(6.2%)	102	16,640	(5.8%)	96
45-49	677	(6.2%)	103	6,848	(6.1%)	101	16,479	(5.8%)	96
50-54	669	(6.1%)	100	7,173	(6.3%)	103	17,612	(6.2%)	101
55-59	720	(6.6%)	103	7,679	(6.8%)	106	19,331	(6.8%)	106
60-64	744	(6.8%)	105	7,933	(7%)	109	20,007	(7%)	109
65-69	693	(6.3%)	109	7,285	(6.4%)	110	18,131	(6.4%)	109
70-74	579	(5.3%)	110	5,804	(5.1%)	106	14,469	(5.1%)	105
75-79	386	(3.5%)	100	4,007	(3.5%)	101	10,190	(3.6%)	102
80-84	237	(2.2%)	97	2,504	(2.2%)	99	6,310	(2.2%)	100
85+	267	(2.4%)	142	2,281	(2%)	117	5,446	(1.9%)	111

Age - Male

Male Average Age	39.8		102	39.63		102	39.38		101
Male Median Age	40.07		108	38.45		104	37.73		102
0-4	364	(6.9%)	108	3,573	(6.5%)	102	8,824	(6.4%)	101
5-13	650	(12.2%)	107	6,535	(11.9%)	104	16,032	(11.6%)	101

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14-17	236	(4.4%)	86	2,724	(4.9%)	96	7,071	(5.1%)	100
18-21	219	(4.1%)	60	2,663	(4.8%)	77	7,254	(5.2%)	84
22-24	186	(3.5%)	57	2,103	(3.8%)	88	5,747	(4.2%)	96
25-29	320	(6%)	88	3,570	(6.5%)	95	9,583	(6.9%)	101
30-34	318	(6%)	94	3,462	(6.3%)	98	8,967	(6.5%)	102
35-39	357	(6.7%)	109	3,393	(6.2%)	100	8,265	(6%)	97
40-44	379	(7.1%)	116	3,408	(6.2%)	101	8,094	(5.9%)	95
45-49	330	(6.2%)	103	3,315	(6%)	100	7,908	(5.7%)	95
50-54	330	(6.2%)	102	3,468	(6.3%)	103	8,359	(6%)	99
55-59	354	(6.7%)	105	3,691	(6.7%)	106	9,129	(6.6%)	104
60-64	352	(6.6%)	105	3,749	(6.8%)	108	9,461	(6.8%)	109
65-69	314	(5.9%)	106	3,374	(6.1%)	110	8,448	(6.1%)	110
70-74	268	(5%)	113	2,647	(4.8%)	107	6,537	(4.7%)	106
75-79	172	(3.2%)	103	1,752	(3.2%)	101	4,380	(3.2%)	101
80-84	91	(1.7%)	92	979	(1.8%)	96	2,468	(1.8%)	96
85+	73	(1.4%)	121	706	(1.3%)	113	1,711	(1.2%)	109

Age - Female

Female Average Age	42.87		104	42.54		103	42.34		103
Female Median Age	42.8		105	42.67		104	42.29		104
0-4	344	(6.1%)	105	3,371	(5.8%)	99	8,319	(5.7%)	97
5-13	605	(10.8%)	102	6,116	(10.5%)	99	15,087	(10.3%)	97
14-17	226	(4%)	85	2,479	(4.3%)	90	6,567	(4.5%)	94
18-21	219	(3.9%)	67	2,551	(4.4%)	77	6,820	(4.7%)	87
22-24	175	(3.1%)	60	2,058	(3.5%)	92	5,522	(3.8%)	98
25-29	296	(5.3%)	86	3,367	(5.8%)	95	9,128	(6.2%)	102
30-34	305	(5.4%)	93	3,262	(5.6%)	96	8,568	(5.9%)	100
35-39	359	(6.4%)	109	3,424	(5.9%)	100	8,325	(5.7%)	97
40-44	398	(7.1%)	118	3,590	(6.2%)	103	8,546	(5.8%)	97
45-49	347	(6.2%)	103	3,533	(6.1%)	102	8,571	(5.9%)	98
50-54	339	(6%)	98	3,705	(6.4%)	104	9,253	(6.3%)	103
55-59	366	(6.5%)	101	3,988	(6.9%)	106	10,202	(7%)	107
60-64	392	(7%)	106	4,184	(7.2%)	109	10,546	(7.2%)	109
65-69	379	(6.7%)	110	3,911	(6.7%)	110	9,683	(6.6%)	108
70-74	311	(5.5%)	108	3,157	(5.4%)	106	7,932	(5.4%)	105
75-79	214	(3.8%)	98	2,255	(3.9%)	100	5,810	(4%)	102
80-84	146	(2.6%)	101	1,525	(2.6%)	102	3,842	(2.6%)	101
85+	194	(3.5%)	151	1,575	(2.7%)	119	3,735	(2.6%)	112

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Employment by Occupation

Occupation	1 Mile	3 Mile	5 Mile
Total Employees (16+ Years Old)	5,866	60,359	149,231
Professional Specialty	1,934 (33%)	16,625 (27.5%)	40,699 (27.3%)
Office Admin	724 (12.3%)	7,854 (13%)	17,913 (12%)
Production & Transportation	630 (10.7%)	7,405 (12.3%)	18,749 (12.6%)
Managerial/Executive	626 (10.7%)	9,680 (16%)	25,755 (17.3%)
Sales	568 (9.7%)	6,265 (10.4%)	14,066 (9.4%)
Construction	464 (7.9%)	4,239 (7%)	9,206 (6.2%)
Food Preparation & Serving	332 (5.7%)	2,725 (4.5%)	7,064 (4.7%)
Building Maintenance & Cleaning	146 (2.5%)	1,140 (1.9%)	4,028 (2.7%)
Protective	133 (2.3%)	1,331 (2.2%)	3,816 (2.6%)
Farming, Fishing & Forestry	112 (1.9%)	182 (<0.5%)	326 (<0.5%)
Healthcare support	105 (1.8%)	1,354 (2.2%)	3,911 (2.6%)
Personal Care	92 (1.6%)	1,559 (2.6%)	3,698 (2.5%)

Employment by Industry

Industry	1 Mile	3 Mile	5 Mile
Total Employees (16+ Years Old)	5,866	60,359	149,231

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Educational Services	1,458	(24.9%)	107	14,563	(24.1%)	103	38,857	(26%)	112
Wholesale Retail	803	(13.7%)	102	9,547	(15.8%)	117	21,830	(14.6%)	109
Entertainment Services	702	(12%)	33	4,786	(7.9%)	88	11,701	(7.8%)	87
Professional Services	643	(11%)	146	6,215	(10.3%)	38	14,101	(9.4%)	126
Agriculture/Mining/Construction	436	(7.4%)	86	3,391	(5.6%)	65	7,665	(5.1%)	60
Public Administration	414	(7.1%)	147	3,685	(6.1%)	127	7,967	(5.3%)	111
Manufacturing	329	(5.6%)	56	4,897	(8.1%)	86	11,835	(7.9%)	7
Transportation	269	(4.6%)	8	3,509	(5.8%)	103	9,518	(6.4%)	113
Other Professional Services	255	(4.3%)	91	2,400	(4%)	84	5,595	(3.7%)	7
Financial, Insurance & Real Estate	242	(4.1%)	62	4,639	(7.7%)	116	11,504	(7.7%)	117
Administrative/Waste Services	159	(2.7%)	65	1,460	(2.4%)	58	5,466	(3.7%)	88
Information	137	(2.3%)	124	1,214	(2%)	107	3,087	(2.1%)	110
Management Services	19	(<0.5%)	231	53	(<0.5%)	63	105	(<0.5%)	50

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Language Spoken

Speak English at Home	8,032	(78.6%)	101	81,495	(76.7%)	98	207,791	(77.7%)	100
Speak Other Language at Home	1,253	(12.3%)	151	11,704	(11%)	136	21,651	(8.1%)	100
Speak Spanish at Home	935	(9.1%)	66	13,020	(12.3%)	88	38,109	(14.2%)	102

Ancestry

Other	2,252	(20.6%)	95	22,586	(20%)	92	56,445	(19.8%)	91
Unclassified	1,543	(14.1%)	85	13,987	(12.4%)	74	35,933	(12.6%)	76
Italian	1,209	(11.1%)	370	10,747	(9.5%)	318	25,681	(9%)	302
Scottish/Irish	790	(7.2%)	106	12,397	(11%)	161	33,295	(11.7%)	172
Other European (e.g. Greek/Russian)	777	(7.1%)	221	5,166	(4.6%)	142	12,547	(4.4%)	137
German	615	(5.6%)	70	8,113	(7.2%)	89	21,186	(7.4%)	93
Polish	498	(4.6%)	294	3,597	(3.2%)	205	9,156	(3.2%)	207
South East Asian (e.g. Vietnamese)	490	(4.5%)	278	4,496	(4%)	246	6,411	(2.3%)	139
Puerto Rican	477	(4.4%)	170	8,282	(7.3%)	285	24,667	(8.7%)	337
British	397	(3.6%)	67	4,780	(4.2%)	74	13,087	(4.6%)	85
Chinese	380	(3.5%)	292	1,388	(1.2%)	103	2,852	(1%)	84

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

Audience Profile

Jan 1 - Dec 31, 2023

Plaza at Cherry Hill

2100 NJ-38, Cherry Hill, NJ 8002

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
American	334	(3.1%)	2,155	(1.9%)	5,386	(1.9%)
Central American	219	(2%)	1,685	(1.5%)	3,735	(1.3%)
Middle Eastern	119	(1.1%)	937	(0.8%)	1,699	(0.6%)
South American	112	(1%)	1,317	(1.2%)	2,697	(0.9%)
Mexican	109	(1%)	1,728	(1.5%)	5,284	(1.9%)
Dominican	95	(0.9%)	3,153	(2.8%)	9,845	(3.5%)
French	93	(0.9%)	822	(0.7%)	2,016	(0.7%)
Cuban	86	(0.8%)	418	(<0.5%)	874	(<0.5%)
Other Asian	77	(0.7%)	372	(<0.5%)	637	(<0.5%)
Korean	65	(0.6%)	505	(<0.5%)	1,346	(<0.5%)
Scandinavian	47	(<0.5%)	896	(0.8%)	2,241	(0.8%)
Other Hispanic	35	(<0.5%)	1,224	(1.1%)	2,876	(1%)
South Central Asian (e.g. Indian)	33	(<0.5%)	1,823	(1.6%)	3,162	(1.1%)
Dutch	28	(<0.5%)	275	(<0.5%)	774	(<0.5%)
Native American (Indian/Eskimo)	28	(<0.5%)	186	(<0.5%)	536	(<0.5%)
Japanese	14	(<0.5%)	93	(<0.5%)	236	(<0.5%)

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

Audience Profile

Jan 1 - Dec 31, 2023

Plaza at Cherry Hill

2100 NJ-38, Cherry Hill, NJ 8002

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Hawaiian/Pacific Islander	6	(<0.5%)	35	(<0.5%)	90	(<0.5%)

Education (Age 25+)

	1 Mile		3 Mile		5 Mile	
Total Educated Population	7,704		78,990		197,451	
Elementary (0 to 8 Years)	199	(2.6%)	3,222	(4.1%)	9,998	(5.1%)
Some High School (9 to 11 Years)	333	(4.3%)	4,313	(5.5%)	12,168	(6.2%)
High School Graduate (12 Years)	1,664	(21.6%)	20,957	(26.5%)	50,727	(25.7%)
Some College (13 to 16 Years)	1,514	(19.7%)	13,732	(17.4%)	33,767	(17.1%)
Associates Degree Only	1,033	(13.4%)	6,709	(8.5%)	14,708	(7.4%)
Bachelor's Degree Only	1,457	(18.9%)	18,340	(23.2%)	45,103	(22.8%)
Graduate Degree	1,504	(19.5%)	11,717	(14.8%)	30,980	(15.7%)

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

Audience Profile

Jan 1 - Dec 31, 2023

Plaza at Cherry Hill

2100 NJ-38, Cherry Hill, NJ 8002

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	4,400	44,013	107,811
One Person Households	1,357 (30.8%)	12,390 (28.2%)	28,917 (26.8%)
Married Couple	2,032 (46.2%)	20,394 (46.3%)	49,277 (45.7%)
Male Householder	161 (3.7%)	2,187 (5%)	5,514 (5.1%)
Female Householder	496 (11.3%)	6,239 (14.2%)	17,455 (16.2%)
Non Family Households	354 (8%)	2,803 (6.4%)	6,648 (6.2%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	4,400	44,013	107,811
1 Person Household	1,357 (30.8%)	12,390 (28.2%)	28,917 (26.8%)
2 Person Household	1,405 (31.9%)	13,551 (30.8%)	32,700 (30.3%)
3 Person Household	690 (15.7%)	7,336 (16.7%)	18,183 (16.9%)
4 Person Household	538 (12.2%)	6,126 (13.9%)	15,519 (14.4%)
5 Person Household	251 (5.7%)	2,803 (6.4%)	7,523 (7%)
6 Person Household	103 (2.3%)	1,100 (2.5%)	2,944 (2.7%)
7+ Person Household	56 (1.3%)	707 (1.6%)	2,025 (1.9%)

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

Audience Profile

Jan 1 - Dec 31, 2023

Plaza at Cherry Hill

2100 NJ-38, Cherry Hill, NJ 8002

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Housing Units

Total Housing Units	4,742	46,441	114,379
Owner Occupied Housing	2,833	30,556	74,062
Renter Occupied Housing	1,567	13,457	33,749
Vacant Housing	342	2,428	6,568

Housing Rent

Average Rent	\$1,813.48	\$1,552.96	\$1,452.53
Median Rent	\$1,761.85	\$1,512.21	\$1,397.58
Total Cash Rents Housing	1,487	12,970	32,623
<\$300	220 (1.7%)	936 (2.9%)	
\$300-\$500	16 (1.1%)	359 (2.8%)	966 (3%)
\$500-\$750	38 (2.6%)	429 (3.3%)	1,600 (4.9%)
\$750-\$1000	30 (2%)	805 (6.2%)	3,371 (10.3%)
\$1000-\$1500	306 (20.6%)	4,570 (35.2%)	11,870 (36.4%)
\$1500-\$2000	675 (45.4%)	4,176 (32.2%)	8,907 (27.3%)
\$2000-\$2500	251 (16.9%)	1,648 (12.7%)	3,289 (10.1%)

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

Audience Profile

Jan 1 - Dec 31, 2023

Plaza at Cherry Hill

2100 NJ-38, Cherry Hill, NJ 8002

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
\$2500-\$3000	111	(7.5%)	184	520	(4%)	99	1,054	(3.2%)	7
\$3000-\$3500	37	(2.5%)	125	154	(1.2%)	60	353	(1.1%)	54
>\$3500	23	(1.5%)	72	89	(0.7%)	32	277	(0.8%)	40

Value of Owner-Occupied Housing Units

Average House Value	\$396,252.66	75	\$407,628.16	77	\$442,093.1	84			
Median House Value	\$376,793.47	92	\$372,062.95	91	\$397,400.85	97			
Owner Occupied Housing	2,833		30,556		74,062				
<\$100K	75	(2.6%)	28	902	(3%)	31	2,633	(3.6%)	38
\$100K - \$200K	149	(5.3%)	38	2,418	(7.9%)	58	7,634	(10.3%)	75
\$200K - \$300K	486	(17.2%)	121	6,051	(19.8%)	140	12,224	(16.5%)	116
\$300K - \$400K	920	(32.5%)	279	8,197	(26.8%)	230	14,928	(20.2%)	173
\$400K - \$500K	612	(21.6%)	227	5,541	(18.1%)	190	11,662	(15.7%)	165
\$500K - \$1000K	536	(18.9%)	75	6,219	(20.4%)	74	19,590	(26.5%)	102
>\$1000K	55	(1.9%)	12	1,228	(4%)	26	5,391	(7.3%)	46

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

Audience Profile

Jan 1 - Dec 31, 2023

Plaza at Cherry Hill

2100 NJ-38, Cherry Hill, NJ 8002

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Poverty

Households in Poverty	408	(9.3%)	75	4,179	(9.5%)	75	11,762	(10.9%)	86
Households Above Poverty	3,992	(90.7%)	104	39,834	(90.5%)	104	96,049	(89.1%)	102
Households in Poverty (Married)	37	(0.8%)	38	809	(1.8%)	83	1,871	(1.7%)	7
Households in Poverty (Male Householder)				179	(<0.5%)	63	658	(0.6%)	95
Households in Poverty (Female Householder)	125	(2.8%)	92	1,281	(2.9%)	95	3,514	(3.3%)	106
Households in Poverty (Non-Family)	226	(5.1%)	85	1,793	(4.1%)	67	5,363	(5%)	8
Households in Poverty (Non-Family Student)	20	(<0.5%)	75	117	(<0.5%)	43	356	(<0.5%)	53

Wealth per Household

Household Average Wealth	\$253,229.55		107	\$246,390.33		104	\$245,787.35		104
Household Median Wealth	\$89,124.78		113	\$85,181.42		108	\$84,280.7		107
<\$0K	741	(16.8%)	96	7,508	(17.1%)	97	18,524	(17.2%)	98
\$0K - \$5K	352	(8%)	92	3,605	(8.2%)	94	8,959	(8.3%)	96
\$5K - \$10K	191	(4.3%)	94	1,954	(4.4%)	96	4,796	(4.4%)	97
\$10K - \$25K	272	(6.2%)	97	2,752	(6.3%)	98	6,730	(6.2%)	97
\$25K - \$50K	295	(6.7%)	98	3,000	(6.8%)	100	7,321	(6.8%)	99

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

Audience Profile

Jan 1 - Dec 31, 2023

Plaza at Cherry Hill

2100 NJ-38, Cherry Hill, NJ 8002

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
\$50K - \$100K	446	(10.1%)	4,530	(10.3%)	11,049	(10.2%)
\$100K - \$250K	805	(18.3%)	8,056	(18.3%)	19,642	(18.2%)
\$250K - \$500K	602	(13.7%)	5,916	(13.4%)	14,413	(13.4%)
>\$500K	696	(15.8%)	6,692	(15.2%)	16,377	(15.2%)

Vehicles per Household

Total Number of Vehicles	7,591		76,799		182,722	
Average Number of Vehicles	1.73		1.74		1.69	
No Vehicles	352	(8%)	3,016	(6.9%)	10,684	(9.9%)
1 Vehicle	1,620	(36.8%)	15,736	(35.8%)	37,203	(34.5%)
2 Vehicles	1,637	(37.2%)	17,519	(39.8%)	41,194	(38.2%)
3 or more Vehicles	791	(18%)	7,742	(17.6%)	18,730	(17.4%)

Population Change

Births	115		1,298		3,406	
Deaths	91		988		2,466	
Migration	24		-84		60	

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Audience Profile

Jan 1 - Dec 31, 2023

Plaza at Cherry Hill

2100 NJ-38, Cherry Hill, NJ 8002

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Workplace

Total Businesses

613

4,200

9,598

Total Employees

12,163

72,761

166,340

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