



Audience Profile

Jan 1 - Dec 31, 2024

URBAN EDGE

Plaza at Cherry Hill

2100 NJ-38, Cherry Hill, NJ 8002

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile			
Overview										
Population	9,152			115,871			293,017			
Households	3,620			45,336			112,382			
Persons per Household	2.49	<div><div></div><div></div><div></div></div> 98		2.53	<div><div></div><div></div><div></div></div> 99		2.58	<div><div></div><div></div><div></div></div> 101		
Household Median Income	\$100,678.27	<div><div></div><div></div><div></div></div> 127		\$92,178.26	<div><div></div><div></div><div></div></div> 116		\$91,718.23	<div><div></div><div></div><div></div></div> 115		
Household Median Disposable Income	\$83,511.2	<div><div></div><div></div><div></div></div> 122		\$77,250.48	<div><div></div><div></div><div></div></div> 113		\$76,975.82	<div><div></div><div></div><div></div></div> 112		
Household Median Discretionary Income	\$68,003.99	<div><div></div><div></div><div></div></div> 133		\$57,036.04	<div><div></div><div></div><div></div></div> 112		\$56,475.5	<div><div></div><div></div><div></div></div> 111		
Average Income Per Person	\$49,201.51	<div><div></div><div></div><div></div></div> 114		\$46,876.06	<div><div></div><div></div><div></div></div> 109		\$48,744.34	<div><div></div><div></div><div></div></div> 113		
Median Rent	\$1,950.41	<div><div></div><div></div><div></div></div> 138		\$1,689.01	<div><div></div><div></div><div></div></div> 120		\$1,569.4	<div><div></div><div></div><div></div></div> 111		
Median House Value	\$399,927.43	<div><div></div><div></div><div></div></div> 105		\$393,406.87	<div><div></div><div></div><div></div></div> 103		\$417,885.69	<div><div></div><div></div><div></div></div> 110		
Households in Poverty	261	(7.2%)	<div><div></div><div></div><div></div></div> 57	4,622	(10.2%)	<div><div></div><div></div><div></div></div> 8	12,197	(10.9%)	<div><div></div><div></div><div></div></div> 86	
Household Median Wealth	\$93,495.07	<div><div></div><div></div><div></div></div> 115		\$86,849.91	<div><div></div><div></div><div></div></div> 107		\$86,770.41	<div><div></div><div></div><div></div></div> 107		
Average Age	41.39	<div><div></div><div></div><div></div></div> 101		41.49	<div><div></div><div></div><div></div></div> 101		41.19	<div><div></div><div></div><div></div></div> 101		
Median Age	40.49	<div><div></div><div></div><div></div></div> 101		40.86	<div><div></div><div></div><div></div></div> 102		40.72	<div><div></div><div></div><div></div></div> 101		
Households with Children	682	(18.8%)	<div><div></div><div></div><div></div></div> 70	11,822	(26.1%)	<div><div></div><div></div><div></div></div> 97	31,002	(27.6%)	<div><div></div><div></div><div></div></div> 103	
High School Graduate or Higher	6,228	(95.3%)	<div><div></div><div></div><div></div></div> 107	74,964	(90.9%)	<div><div></div><div></div><div></div></div> 102	183,113	(89.4%)	<div><div></div><div></div><div></div></div> 100	

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



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	1 Mile	3 Mile	5 Mile
Bachelor's Degree or Higher	2,844 (43.5%) 124	32,582 (39.5%) 113	83,309 (40.7%) 116
Pop density (per sq mi)	4,194	4,101	3,855
Area (based on blockgroups)	2	28	76

Population

Population 2024 Q4	9,152	115,871	293,017
Population 2024 Q3	9,043	115,260	292,270
Population 2024 Q2	9,025	114,999	291,086
Population 2024 Q1	8,963	114,143	289,422
Population 2023 Q4	8,921	113,815	288,688
Population 2023 Q3	8,920	113,798	288,808
Population 2023 Q2	8,788	113,423	288,326
Population 2023 Q1	8,787	113,505	288,240
Population 2022 Q4	8,797	113,524	288,234
Population 5 Years Forecast	9,513	117,183	295,014
Population 10 Years Forecast	9,787	118,973	298,877
Persons per Household	2.49 98	2.53 99	2.58 101

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Plaza at Cherry Hill

2100 NJ-38, Cherry Hill, NJ 8002

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Group Quarters	135	(1.5%)	62	1,141	(1%)	42	2,658	(0.9%)	38
Transient Population - Average Last 4 Quarters				3,193	(2.8%)	213	4,144	(1.4%)	109

Households

Households 2024 Q4	3,620		45,336		112,382
Households 2024 Q3	3,571		45,057		112,049
Households 2024 Q2	3,564		44,954		111,608
Households 2024 Q1	3,540		44,599		110,951
Households 2023 Q4	3,524		44,469		110,673
Households 2023 Q3	3,523		44,455		110,695
Households 2023 Q2	3,466		44,297		110,506
Households 2023 Q1	3,467		44,339		110,485
Households 2022 Q4	3,471		44,343		110,485
Households 5 Years Forecast	3,768		45,859		113,141
Households 10 Years Forecast	3,878		46,565		114,627

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Benchmark: Nationwide



Gender

Male	4,452	(48.6%)	<div><div>99</div></div>	55,921	(48.3%)	<div><div>98</div></div>	141,441	(48.3%)	<div><div>98</div></div>
Female	4,700	(51.4%)	<div><div>101</div></div>	59,950	(51.7%)	<div><div>101</div></div>	151,576	(51.7%)	<div><div>101</div></div>

Ethnicity

White	5,503	(60.1%)	<div><div>104</div></div>	65,207	(56.3%)	<div><div>97</div></div>	164,487	(56.1%)	<div><div>97</div></div>
Hispanic (Ethnic)	1,262	(13.8%)	<div><div>71</div></div>	21,639	(18.7%)	<div><div>96</div></div>	58,683	(20%)	<div><div>103</div></div>
Asian	1,046	(11.4%)	<div><div>199</div></div>	10,143	(8.8%)	<div><div>152</div></div>	17,526	(6%)	<div><div>104</div></div>
Black	794	(8.7%)	<div><div>74</div></div>	13,520	(11.7%)	<div><div>99</div></div>	40,308	(13.8%)	<div><div>117</div></div>
Other	547	(6%)	<div><div>115</div></div>	5,362	(4.6%)	<div><div>89</div></div>	12,013	(4.1%)	<div><div>7</div></div>

Household by Ethnicity

White	2,180	(60.2%)	<div><div>98</div></div>	26,755	(59%)	<div><div>96</div></div>	67,090	(59.7%)	<div><div>97</div></div>
Hispanic (Ethnic)	459	(12.7%)	<div><div>83</div></div>	7,220	(15.9%)	<div><div>105</div></div>	18,792	(16.7%)	<div><div>110</div></div>
Black	446	(12.3%)	<div><div>111</div></div>	4,619	(10.2%)	<div><div>92</div></div>	13,767	(12.3%)	<div><div>111</div></div>
Other	295	(8.1%)	<div><div>107</div></div>	3,821	(8.4%)	<div><div>111</div></div>	7,524	(6.7%)	<div><div>88</div></div>
Asian	240	(6.6%)	<div><div>146</div></div>	2,921	(6.4%)	<div><div>142</div></div>	5,209	(4.6%)	<div><div>102</div></div>

Households Income

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



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Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Household Average Income	\$123,181.65		111	\$118,957.27		107	\$126,157.65		113
Average Income Per Person	\$49,201.51		114	\$46,876.06		109	\$48,744.34		113
Household Median Income	\$100,678.27		127	\$92,178.26		116	\$91,718.23		115
<\$15K	148	(4.1%)	51	2,607	(5.8%)	71	7,649	(6.8%)	84
\$15K - \$25K	120	(3.3%)	51	2,891	(6.4%)	99	7,229	(6.4%)	99
\$25K - \$35K	178	(4.9%)	73	2,627	(5.8%)	86	7,037	(6.3%)	93
\$35K - \$50K	201	(5.6%)	54	3,841	(8.5%)	8	8,899	(7.9%)	7
\$50K - \$75K	511	(14.1%)	90	6,286	(13.9%)	88	15,244	(13.6%)	86
\$75K - \$100K	638	(17.6%)	137	6,175	(13.6%)	106	14,472	(12.9%)	100
\$100K - \$150K	888	(24.5%)	139	8,831	(19.5%)	110	20,491	(18.2%)	103
\$150K - \$175K	335	(9.3%)	147	3,755	(8.3%)	132	8,507	(7.6%)	121
\$175K - \$200K	394	(10.9%)	166	3,676	(8.1%)	124	10,219	(9.1%)	139
\$200K - \$250K	115	(3.2%)	61	2,598	(5.7%)	110	7,071	(6.3%)	121
\$250K - \$500K	50	(1.4%)	62	1,115	(2.5%)	110	3,030	(2.7%)	121
>\$500K	42	(1.2%)	62	934	(2.1%)	110	2,534	(2.3%)	121

Disposable Households Income

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



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Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Household Average Disposable Income	\$89,543.8		109	\$88,178.93		107	\$89,021.17		108
Household Median Disposable Income	\$83,511.2		122	\$77,250.48		113	\$76,975.82		112
<\$15K	164	(4.5%)	52	2,900	(6.4%)	73	8,406	(7.5%)	85
\$15K - \$25K	176	(4.9%)	64	3,441	(7.6%)	100	8,480	(7.5%)	99
\$25K - \$35K	254	(7%)	89	3,106	(6.9%)	87	8,062	(7.2%)	91
\$35K - \$50K	218	(6%)	49	4,483	(9.9%)	8	11,141	(9.9%)	8
\$50K - \$75K	700	(19.3%)	109	8,015	(17.7%)	100	18,623	(16.6%)	93
\$75K - \$100K	760	(21%)	147	6,931	(15.3%)	107	16,279	(14.5%)	102
\$100K - \$150K	974	(26.9%)	150	10,422	(23%)	128	22,866	(20.3%)	114
\$150K - \$175K	219	(6%)	99	2,539	(5.6%)	92	8,993	(8%)	131
\$175K - \$200K	43	(1.2%)	54	945	(2.1%)	95	2,565	(2.3%)	104
\$200K - \$250K	44	(1.2%)	57	1,024	(2.3%)	106	2,798	(2.5%)	116
\$250K - \$500K	62	(1.7%)	58	1,404	(3.1%)	106	3,828	(3.4%)	116
>\$500K	6	(<0.5%)	64	126	(<0.5%)	108	341	(<0.5%)	118

Discretionary Households Income

Household Average Discretionary Income	\$70,805.95		115	\$66,695.67		109	\$67,203.1		110
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Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Household Median Discretionary Income	\$68,003.99		133	\$57,036.04		112	\$56,475.5		111
<\$10K	142	(3.9%)	42	2,898	(6.4%)	69	10,219	(9.1%)	98
\$10K - \$20K	164	(4.5%)	43	4,606	(10.2%)	96	12,028	(10.7%)	101
\$20K - \$30K	305	(8.4%)	8	4,286	(9.5%)	89	10,506	(9.3%)	88
\$30K - \$40K	201	(5.6%)	56	3,968	(8.8%)	88	8,781	(7.8%)	7
\$40K - \$50K	328	(9.1%)	102	4,172	(9.2%)	104	9,248	(8.2%)	93
\$50K - \$75K	950	(26.2%)	151	8,521	(18.8%)	108	18,870	(16.8%)	96
\$75K - \$100K	704	(19.4%)	166	6,433	(14.2%)	121	14,332	(12.8%)	109
\$100K - \$125K	551	(15.2%)	188	4,611	(10.2%)	126	10,683	(9.5%)	118
\$125K - \$150K	162	(4.5%)	67	2,776	(6.1%)	92	9,144	(8.1%)	122
>\$150K	113	(3.1%)	53	3,065	(6.8%)	114	8,571	(7.6%)	129

Households Income by Ethnicity

Average Income - White	\$110,758.83		116	\$106,798.2		112	\$111,226.74		116
Median Income - White	\$107,196.68		124	\$103,103.16		119	\$111,367.41		128
Average Income - Black	\$94,462.65		137	\$80,591.93		117	\$71,541.98		104
Median Income - Black	\$93,420.32		169	\$73,861.94		133	\$59,913.08		108

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Average Income - Asian	\$87,879.8471	\$99,417.8188	\$103,583.5592
Median Income - Asian	\$81,080.8471	\$91,8348	\$95,003.2183
Average Income - Hispanic	\$86,634.81107	\$86,638.83107	\$77,16795
Median Income - Hispanic	\$87,102.69125	\$82,311.63118	\$65,503.3894
Average Income - Other	\$102,071.53114	\$90,610.91101	\$93,153.97104
Median Income - Other	\$103,124.88130	\$85,354.23107	\$86,230.75108

Age

Average Age	41.39101	41.49101	41.19101
Median Age	40.49101	40.86102	40.72101
0-4	550 (6%)111	6,818 (5.9%)109	16,600 (5.7%)105
5-13	935 (10.2%)99	11,659 (10.1%)98	30,799 (10.5%)102
14-17	406 (4.4%)84	5,510 (4.8%)90	15,211 (5.2%)98
18-21	411 (4.5%)8	5,449 (4.7%)85	14,894 (5.1%)92
22-24	314 (3.4%)83	3,980 (3.4%)83	10,736 (3.7%)88
25-29	519 (5.7%)96	6,550 (5.7%)95	16,388 (5.6%)94
30-34	667 (7.3%)112	7,870 (6.8%)104	18,404 (6.3%)96

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35-39	697	(7.6%)	<div><div>115</div></div>	8,398	(7.2%)	<div><div>110</div></div>	19,982	(6.8%)	<div><div>103</div></div>
40-44	628	(6.9%)	<div><div>107</div></div>	7,897	(6.8%)	<div><div>106</div></div>	19,334	(6.6%)	<div><div>103</div></div>
45-49	535	(5.8%)	<div><div>98</div></div>	6,827	(5.9%)	<div><div>98</div></div>	17,698	(6%)	<div><div>101</div></div>
50-54	490	(5.4%)	<div><div>90</div></div>	6,892	(5.9%)	<div><div>100</div></div>	17,646	(6%)	<div><div>101</div></div>
55-59	573	(6.3%)	<div><div>102</div></div>	7,458	(6.4%)	<div><div>105</div></div>	18,802	(6.4%)	<div><div>105</div></div>
60-64	615	(6.7%)	<div><div>105</div></div>	7,737	(6.7%)	<div><div>104</div></div>	19,624	(6.7%)	<div><div>104</div></div>
65-69	617	(6.7%)	<div><div>111</div></div>	7,545	(6.5%)	<div><div>107</div></div>	18,704	(6.4%)	<div><div>105</div></div>
70-74	446	(4.9%)	<div><div>97</div></div>	5,727	(4.9%)	<div><div>98</div></div>	14,340	(4.9%)	<div><div>97</div></div>
75-79	343	(3.7%)	<div><div>97</div></div>	4,352	(3.8%)	<div><div>98</div></div>	10,798	(3.7%)	<div><div>96</div></div>
80-84	183	(2%)	<div><div>83</div></div>	2,620	(2.3%)	<div><div>94</div></div>	6,722	(2.3%)	<div><div>96</div></div>
85+	223	(2.4%)	<div><div>120</div></div>	2,582	(2.2%)	<div><div>110</div></div>	6,335	(2.2%)	<div><div>107</div></div>

Age - Male

Male Average Age	40.15	<div><div></div><div>101</div></div>	40.09	<div><div></div><div>101</div></div>	39.82	<div><div></div><div>100</div></div>			
Male Median Age	38.46	<div><div></div><div>101</div></div>	38.57	<div><div></div><div>101</div></div>	38.38	<div><div></div><div>101</div></div>			
0-4	282	(6.3%)	<div><div></div><div>112</div></div>	3,509	(6.3%)	<div><div></div><div>111</div></div>	8,533	(6%)	<div><div></div><div>107</div></div>
5-13	470	(10.6%)	<div><div></div><div>98</div></div>	6,047	(10.8%)	<div><div></div><div>101</div></div>	15,844	(11.2%)	<div><div></div><div>104</div></div>

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14-17	209	(4.7%)	85	2,811	(5%)	91	7,823	(5.5%)	100
18-21	214	(4.8%)	84	2,786	(5%)	87	7,656	(5.4%)	94
22-24	162	(3.6%)	83	2,036	(3.6%)	84	5,512	(3.9%)	89
25-29	255	(5.7%)	93	3,274	(5.9%)	95	8,209	(5.8%)	94
30-34	333	(7.5%)	112	3,869	(6.9%)	103	9,031	(6.4%)	95
35-39	348	(7.8%)	117	4,061	(7.3%)	108	9,596	(6.8%)	101
40-44	303	(6.8%)	106	3,786	(6.8%)	105	9,283	(6.6%)	102
45-49	282	(6.3%)	105	3,290	(5.9%)	98	8,461	(6%)	100
50-54	231	(5.2%)	87	3,328	(6%)	100	8,485	(6%)	101
55-59	270	(6.1%)	99	3,564	(6.4%)	104	8,900	(6.3%)	103
60-64	297	(6.7%)	106	3,657	(6.5%)	104	9,253	(6.5%)	104
65-69	294	(6.6%)	113	3,491	(6.2%)	107	8,798	(6.2%)	107
70-74	206	(4.6%)	98	2,587	(4.6%)	98	6,519	(4.6%)	97
75-79	156	(3.5%)	99	1,897	(3.4%)	96	4,634	(3.3%)	93
80-84	70	(1.6%)	7	1,070	(1.9%)	92	2,723	(1.9%)	93
85+	70	(1.6%)	107	858	(1.5%)	104	2,181	(1.5%)	105

Age - Female

Female Average Age	42.57		101	42.79		102	42.48		101
Female Median Age	41.53		101	42.08		102	41.98		102
0-4	268	(5.7%)	110	3,309	(5.5%)	107	8,067	(5.3%)	103
5-13	465	(9.9%)	100	5,612	(9.4%)	95	14,955	(9.9%)	100
14-17	197	(4.2%)	7	2,699	(4.5%)	88	7,388	(4.9%)	95
18-21	197	(4.2%)	8	2,663	(4.4%)	84	7,238	(4.8%)	91
22-24	152	(3.2%)	7	1,944	(3.2%)	8	5,224	(3.4%)	87
25-29	264	(5.6%)	99	3,276	(5.5%)	96	8,179	(5.4%)	95
30-34	334	(7.1%)	111	4,001	(6.7%)	105	9,373	(6.2%)	97
35-39	349	(7.4%)	114	4,337	(7.2%)	111	10,386	(6.9%)	105
40-44	325	(6.9%)	109	4,111	(6.9%)	108	10,051	(6.6%)	104
45-49	253	(5.4%)	90	3,537	(5.9%)	99	9,237	(6.1%)	102
50-54	259	(5.5%)	92	3,564	(5.9%)	100	9,161	(6%)	101
55-59	303	(6.4%)	104	3,894	(6.5%)	105	9,902	(6.5%)	106
60-64	318	(6.8%)	104	4,080	(6.8%)	104	10,371	(6.8%)	105
65-69	323	(6.9%)	109	4,054	(6.8%)	107	9,906	(6.5%)	104
70-74	240	(5.1%)	96	3,140	(5.2%)	99	7,821	(5.2%)	97
75-79	187	(4%)	96	2,455	(4.1%)	98	6,164	(4.1%)	98
80-84	113	(2.4%)	89	1,550	(2.6%)	96	3,999	(2.6%)	98
85+	153	(3.3%)	127	1,724	(2.9%)	112	4,154	(2.7%)	107

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



Plaza at Cherry Hill

2100 NJ-38, Cherry Hill, NJ 8002

Benchmark: Nationwide



Employment by Occupation

Total Employees (16+ Years Old)	4,854			61,335			152,616		
Professional Specialty	1,580	(32.6%)	<div><div></div>132</div>	17,225	(28.1%)	<div><div></div>114</div>	42,550	(27.9%)	<div><div></div>113</div>
Production & Transportation	789	(16.3%)	<div><div></div>126</div>	7,716	(12.6%)	<div><div></div>97</div>	19,702	(12.9%)	<div><div></div>100</div>
Managerial/Executive	665	(13.7%)	<div><div></div>76</div>	10,750	(17.5%)	<div><div></div>101</div>	27,876	(18.3%)	<div><div></div>105</div>
Office Admin	474	(9.8%)	<div><div></div>92</div>	7,171	(11.7%)	<div><div></div>110</div>	16,926	(11.1%)	<div><div></div>104</div>
Sales	353	(7.3%)	<div><div></div>76</div>	6,032	(9.8%)	<div><div></div>105</div>	14,245	(9.3%)	<div><div></div>100</div>
Construction	347	(7.1%)	<div><div></div>89</div>	4,114	(6.7%)	<div><div></div>84</div>	8,980	(5.9%)	<div><div></div>74</div>
Food Preparation & Serving	234	(4.8%)	<div><div></div>94</div>	2,318	(3.8%)	<div><div></div>74</div>	6,719	(4.4%)	<div><div></div>86</div>
Healthcare support	209	(4.3%)	<div><div></div>131</div>	1,506	(2.5%)	<div><div></div>79</div>	4,130	(2.7%)	<div><div></div>82</div>
Building Maintenance & Cleaning	89	(1.8%)	<div><div></div>54</div>	1,781	(2.9%)	<div><div></div>85</div>	4,783	(3.1%)	<div><div></div>92</div>
Protective	63	(1.3%)	<div><div></div>60</div>	1,294	(2.1%)	<div><div></div>97</div>	3,021	(2%)	<div><div></div>91</div>
Personal Care	51	(1.1%)	<div><div></div>42</div>	1,314	(2.1%)	<div><div></div>86</div>	3,484	(2.3%)	<div><div></div>92</div>
Farming, Fishing & Forestry				114	(<0.5%)	<div><div></div>32</div>	200	(<0.5%)	<div><div></div>23</div>

Employment by Industry

Total Employees (16+ Years Old)	4,854			61,335			152,616		
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Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats



Audience Profile

Jan 1 - Dec 31, 2024

Plaza at Cherry Hill

2100 NJ-38, Cherry Hill, NJ 8002

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Educational Services	1,119	(23.1%)	98	14,326	(23.4%)	100	38,751	(25.4%)	108
Professional Services	684	(14.1%)	175	6,150	(10%)	124	14,548	(9.5%)	118
Wholesale Retail	501	(10.3%)	7	9,400	(15.3%)	117	22,030	(14.4%)	110
Transportation	452	(9.3%)	159	3,813	(6.2%)	106	9,745	(6.4%)	109
Entertainment Services	418	(8.6%)	99	4,237	(6.9%)	8	11,661	(7.6%)	88
Public Administration	369	(7.6%)	159	3,899	(6.4%)	133	7,664	(5%)	105
Other Professional Services	339	(7%)	148	2,566	(4.2%)	89	6,215	(4.1%)	87
Agriculture/Mining/Construction	276	(5.7%)	67	3,587	(5.8%)	69	8,050	(5.3%)	62
Manufacturing	252	(5.2%)	52	5,213	(8.5%)	86	12,412	(8.1%)	8
Financial, Insurance & Real Estate	194	(4%)	59	4,802	(7.8%)	116	11,750	(7.7%)	114
Administrative/Waste Services	136	(2.8%)	67	2,163	(3.5%)	84	6,543	(4.3%)	103
Information	114	(2.3%)	126	1,143	(1.9%)	100	3,037	(2%)	107
Management Services				36	(<0.5%)	46	210	(<0.5%)	109

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Plaza at Cherry Hill

2100 NJ-38, Cherry Hill, NJ 8002

Benchmark: Nationwide



Language Spoken

Speak English at Home	6,421	(74.6%)	96	82,603	(75.7%)	98	211,718	(76.6%)	99
Speak Other Language at Home	1,342	(15.6%)	184	12,843	(11.8%)	139	23,836	(8.6%)	102
Speak Spanish at Home	839	(9.8%)	69	13,607	(12.5%)	88	40,863	(14.8%)	105

Ancestry

Other	1,904	(20.8%)	99	21,776	(18.8%)	89	54,078	(18.5%)	88
Unclassified	1,252	(13.7%)	84	13,501	(11.7%)	72	35,161	(12%)	74
Italian	976	(10.7%)	358	10,538	(9.1%)	305	25,534	(8.7%)	293
Other European (e.g. Greek/Russian)	649	(7.1%)	224	5,145	(4.4%)	140	12,733	(4.3%)	137
Scottish/Irish	629	(6.9%)	103	11,941	(10.3%)	155	33,168	(11.3%)	170
Puerto Rican	574	(6.3%)	223	10,287	(8.9%)	315	28,834	(9.8%)	349
South East Asian (e.g. Vietnamese)	480	(5.2%)	298	4,653	(4%)	228	6,746	(2.3%)	131
German	457	(5%)	64	7,782	(6.7%)	86	21,068	(7.2%)	92
Chinese	389	(4.3%)	340	1,524	(1.3%)	105	3,266	(1.1%)	89
Polish	352	(3.8%)	251	3,520	(3%)	198	9,444	(3.2%)	210
British	270	(3%)	56	4,679	(4%)	76	13,000	(4.4%)	84

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Audience Profile

Jan 1 - Dec 31, 2024

URBAN EDGE

Plaza at Cherry Hill

2100 NJ-38, Cherry Hill, NJ 8002

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Central American	185	(2%)	<div><div>122</div></div>	1,993	(1.7%)	<div><div>103</div></div>	4,417	(1.5%)	<div><div>91</div></div>
Dominican	184	(2%)	<div><div>315</div></div>	3,745	(3.2%)	<div><div>507</div></div>	11,278	(3.8%)	<div><div>604</div></div>
South American	162	(1.8%)	<div><div>142</div></div>	1,823	(1.6%)	<div><div>126</div></div>	3,493	(1.2%)	<div><div>96</div></div>
American	154	(1.7%)	<div><div>35</div></div>	2,136	(1.8%)	<div><div>39</div></div>	5,432	(1.9%)	<div><div>39</div></div>
Cuban	99	(1.1%)	<div><div>149</div></div>	494	(<0.5%)	<div><div>59</div></div>	1,078	(<0.5%)	<div><div>51</div></div>
Other Asian	83	(0.9%)	<div><div>212</div></div>	550	(<0.5%)	<div><div>111</div></div>	971	(<0.5%)	<div><div>7</div></div>
French	74	(0.8%)	<div><div>65</div></div>	775	(0.7%)	<div><div>54</div></div>	1,959	(0.7%)	<div><div>54</div></div>
Middle Eastern	61	(0.7%)	<div><div>107</div></div>	1,016	(0.9%)	<div><div>141</div></div>	1,800	(0.6%)	<div><div>99</div></div>
Korean	56	(0.6%)	<div><div>118</div></div>	783	(0.7%)	<div><div>130</div></div>	1,851	(0.6%)	<div><div>122</div></div>
Scandinavian	35	(<0.5%)	<div><div>20</div></div>	838	(0.7%)	<div><div>38</div></div>	2,240	(0.8%)	<div><div>40</div></div>
Other Hispanic	33	(<0.5%)	<div><div>25</div></div>	1,504	(1.3%)	<div><div>91</div></div>	3,415	(1.2%)	<div><div>8</div></div>
Mexican	25	(<0.5%)	<div><div>2</div></div>	1,793	(1.5%)	<div><div>14</div></div>	6,168	(2.1%)	<div><div>19</div></div>
South Central Asian (e.g. Indian)	24	(<0.5%)	<div><div>17</div></div>	2,524	(2.2%)	<div><div>139</div></div>	4,462	(1.5%)	<div><div>97</div></div>
Dutch	14	(<0.5%)	<div><div>25</div></div>	250	(<0.5%)	<div><div>36</div></div>	757	(<0.5%)	<div><div>43</div></div>
Japanese	14	(<0.5%)	<div><div>64</div></div>	109	(<0.5%)	<div><div>39</div></div>	230	(<0.5%)	<div><div>33</div></div>
Hawaiian/Pacific Islander	9	(<0.5%)	<div><div>55</div></div>	51	(<0.5%)	<div><div>25</div></div>	93	(<0.5%)	<div><div>18</div></div>

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Audience Profile

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URBAN EDGE

Plaza at Cherry Hill

2100 NJ-38, Cherry Hill, NJ 8002

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Native American (Indian/Eskimo)	8	(<0.5%)	14	141	(<0.5%)	19	341	(<0.5%)	18
Education (Age 25+)									
Total Educated Population	6,536			82,455			204,777		
Elementary (0 to 8 Years)	160	(2.4%)	51	3,318	(4%)	84	10,569	(5.2%)	108
Some High School (9 to 11 Years)	148	(2.3%)	38	4,173	(5.1%)	86	11,095	(5.4%)	92
High School Graduate (12 Years)	1,478	(22.6%)	87	22,064	(26.8%)	102	51,699	(25.2%)	97
Some College (13 to 16 Years)	976	(14.9%)	71	13,399	(16.3%)	84	33,633	(16.4%)	85
Associates Degree Only	930	(14.2%)	162	6,919	(8.4%)	95	14,472	(7.1%)	81
Bachelor's Degree Only	1,331	(20.4%)	96	19,603	(23.8%)	112	48,960	(23.9%)	112
Graduate Degree	1,513	(23.1%)	168	12,979	(15.7%)	115	34,349	(16.8%)	122

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Jan 1 - Dec 31, 2024

URBAN EDGE

Plaza at Cherry Hill

2100 NJ-38, Cherry Hill, NJ 8002

Benchmark: Nationwide



Household Type

[illegible]

Household Size

Households	2018			2019			2020		
	3,620	(17.9%)	<div><div></div></div>	45,336	(22.1%)	<div><div></div></div>	112,382	(20.9%)	<div><div></div></div>
1 Person Household	1,093	(30.2%)	<div><div></div>110</div>	13,040	(28.8%)	<div><div></div>105</div>	31,109	(27.7%)	<div><div></div>101</div>
2 Person Household	1,190	(32.9%)	<div><div></div>100</div>	13,986	(30.8%)	<div><div></div>94</div>	33,988	(30.2%)	<div><div></div>92</div>
3 Person Household	592	(16.4%)	<div><div></div>105</div>	7,453	(16.4%)	<div><div></div>105</div>	18,901	(16.8%)	<div><div></div>108</div>
4 Person Household	425	(11.7%)	<div><div></div>90</div>	6,226	(13.7%)	<div><div></div>105</div>	16,194	(14.4%)	<div><div></div>110</div>
5 Person Household	190	(5.2%)	<div><div></div>83</div>	2,837	(6.3%)	<div><div></div>99</div>	7,601	(6.8%)	<div><div></div>107</div>
6 Person Household	81	(2.2%)	<div><div></div>8</div>	1,098	(2.4%)	<div><div></div>89</div>	2,936	(2.6%)	<div><div></div>96</div>
7+ Person Household	49	(1.4%)	<div><div></div>74</div>	696	(1.5%)	<div><div></div>84</div>	1,653	(1.5%)	<div><div></div>8</div>

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Plaza at Cherry Hill

2100 NJ-38, Cherry Hill, NJ 8002

Benchmark: Nationwide



Housing Units

Total Housing Units	4,045	48,126	119,770
Owner Occupied Housing	2,523	30,756	75,802
Renter Occupied Housing	1,097	14,580	36,580
Vacant Housing	425	2,790	7,388

Housing Rent

Average Rent	\$1,956.32	<div><div>127</div></div>	\$1,725.5	<div><div>112</div></div>	\$1,628.91	<div><div>106</div></div>			
Median Rent	\$1,950.41	<div><div>138</div></div>	\$1,689.01	<div><div>120</div></div>	\$1,569.4	<div><div>111</div></div>			
Total Cash Rents Housing	1,021		14,040		35,373				
<\$300			231	(1.6%)	<div><div>59</div></div>	790	(2.2%)	<div><div>8</div></div>	
\$300-\$500	6	(0.6%)	<div><div>15</div></div>	249	(1.8%)	<div><div>46</div></div>	715	(2%)	<div><div>52</div></div>
\$500-\$750	17	(1.7%)	<div><div>19</div></div>	440	(3.1%)	<div><div>36</div></div>	1,347	(3.8%)	<div><div>44</div></div>
\$750-\$1000	15	(1.5%)	<div><div>11</div></div>	826	(5.9%)	<div><div>45</div></div>	3,159	(8.9%)	<div><div>68</div></div>
\$1000-\$1500	141	(13.8%)	<div><div>52</div></div>	3,619	(25.8%)	<div><div>98</div></div>	10,328	(29.2%)	<div><div>111</div></div>
\$1500-\$2000	368	(36%)	<div><div>171</div></div>	4,378	(31.2%)	<div><div>148</div></div>	9,708	(27.4%)	<div><div>130</div></div>
\$2000-\$2500	355	(34.8%)	<div><div>297</div></div>	2,692	(19.2%)	<div><div>164</div></div>	5,829	(16.5%)	<div><div>141</div></div>

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Audience Profile

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URBAN EDGE

Plaza at Cherry Hill

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Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
\$2500-\$3000	81	(7.9%)	<div><div>138</div></div>	1,033	(7.4%)	<div><div>128</div></div>	2,184	(6.2%)	<div><div>107</div></div>
\$3000-\$3500	26	(2.5%)	<div><div>84</div></div>	268	(1.9%)	<div><div>63</div></div>	670	(1.9%)	<div><div>62</div></div>
>\$3500	12	(1.2%)	<div><div>32</div></div>	304	(2.2%)	<div><div>59</div></div>	643	(1.8%)	<div><div>50</div></div>
Value of Owner-Occupied Housing Units									
Average House Value	\$416,618.05		<div><div>8</div></div>	\$456,880.11		<div><div>87</div></div>	\$505,266.45		<div><div>97</div></div>
Median House Value	\$399,927.43		<div><div>105</div></div>	\$393,406.87		<div><div>103</div></div>	\$417,885.69		<div><div>110</div></div>
Owner Occupied Housing	2,523			30,756			75,802		
<\$100K	54	(2.1%)	<div><div>25</div></div>	1,062	(3.5%)	<div><div>40</div></div>	2,984	(3.9%)	<div><div>46</div></div>
\$100K - \$200K	74	(2.9%)	<div><div>22</div></div>	1,893	(6.2%)	<div><div>46</div></div>	6,809	(9%)	<div><div>67</div></div>
\$200K - \$300K	445	(17.6%)	<div><div>109</div></div>	5,056	(16.4%)	<div><div>101</div></div>	11,330	(14.9%)	<div><div>92</div></div>
\$300K - \$400K	689	(27.3%)	<div><div>187</div></div>	7,887	(25.6%)	<div><div>176</div></div>	14,631	(19.3%)	<div><div>132</div></div>
\$400K - \$500K	714	(28.3%)	<div><div>246</div></div>	5,587	(18.2%)	<div><div>158</div></div>	12,004	(15.8%)	<div><div>137</div></div>
\$500K - \$1000K	543	(21.5%)	<div><div>87</div></div>	7,951	(25.9%)	<div><div>105</div></div>	22,058	(29.1%)	<div><div>118</div></div>
>\$1000K	4	(<0.5%)	<div><div>1</div></div>	1,320	(4.3%)	<div><div>39</div></div>	5,986	(7.9%)	<div><div>72</div></div>

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Plaza at Cherry Hill

2100 NJ-38, Cherry Hill, NJ 8002

Benchmark: Nationwide



Poverty

Households in Poverty	261	(7.2%)	<div><div>57</div></div>	4,622	(10.2%)	<div><div>8</div></div>	12,197	(10.9%)	<div><div>86</div></div>
Households Above Poverty	3,359	(92.8%)	<div><div>106</div></div>	40,714	(89.8%)	<div><div>103</div></div>	100,185	(89.1%)	<div><div>102</div></div>
Households in Poverty (Married)	44	(1.2%)	<div><div>56</div></div>	1,042	(2.3%)	<div><div>105</div></div>	2,129	(1.9%)	<div><div>87</div></div>
Households in Poverty (Male Householder)				253	(0.6%)	<div><div>87</div></div>	598	(0.5%)	<div><div>83</div></div>
Households in Poverty (Female Householder)	102	(2.8%)	<div><div>95</div></div>	1,300	(2.9%)	<div><div>97</div></div>	3,570	(3.2%)	<div><div>108</div></div>
Households in Poverty (Non-Family)	110	(3%)	<div><div>48</div></div>	1,902	(4.2%)	<div><div>67</div></div>	5,560	(4.9%)	<div><div>7</div></div>
Households in Poverty (Non-Family Student)	5	(<0.5%)	<div><div>22</div></div>	125	(<0.5%)	<div><div>44</div></div>	340	(<0.5%)	<div><div>49</div></div>

Wealth per Household

Household Average Wealth	\$259,627.07	<div><div></div><div>107</div></div>	\$249,852.71	<div><div></div><div>103</div></div>	\$250,117.06	<div><div></div><div>103</div></div>			
Household Median Wealth	\$93,495.07	<div><div></div><div>115</div></div>	\$86,849.91	<div><div></div><div>107</div></div>	\$86,770.41	<div><div></div><div>107</div></div>			
<\$0K	595	(16.4%)	<div><div></div><div>94</div></div>	7,682	(16.9%)	<div><div></div><div>97</div></div>	19,071	(17%)	<div><div></div><div>98</div></div>
\$0K - \$5K	276	(7.6%)	<div><div></div><div>89</div></div>	3,703	(8.2%)	<div><div></div><div>95</div></div>	9,239	(8.2%)	<div><div></div><div>96</div></div>
\$5K - \$10K	154	(4.3%)	<div><div></div><div>93</div></div>	1,998	(4.4%)	<div><div></div><div>97</div></div>	4,955	(4.4%)	<div><div></div><div>97</div></div>
\$10K - \$25K	221	(6.1%)	<div><div></div><div>96</div></div>	2,816	(6.2%)	<div><div></div><div>98</div></div>	6,954	(6.2%)	<div><div></div><div>97</div></div>
\$25K - \$50K	243	(6.7%)	<div><div></div><div>99</div></div>	3,064	(6.8%)	<div><div></div><div>100</div></div>	7,572	(6.7%)	<div><div></div><div>99</div></div>

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



URBAN **EDGE**

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Benchmark: Nationwide

Vehicles per Household

Population Change

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Plaza at Cherry Hill

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Workplace

Total Businesses	390	4,088	9,206
Total Employees	5,166	54,085	123,886

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