



DEPTFORD, NJ

## MARKET PROFILE 2020

MAJOR RETAILERS Boscov's, Dick's Sporting Goods, JCPenney, Macy's

RESTAURANTS & ENTERTAINMENT Red Robin, Round1 | FOOD COURT 11 units

PROPERTY TYPE Super-regional | TOTAL SQUARE FEET 1,040,000 | BUILT / RENOVATED 1975 / 2014 / 2020

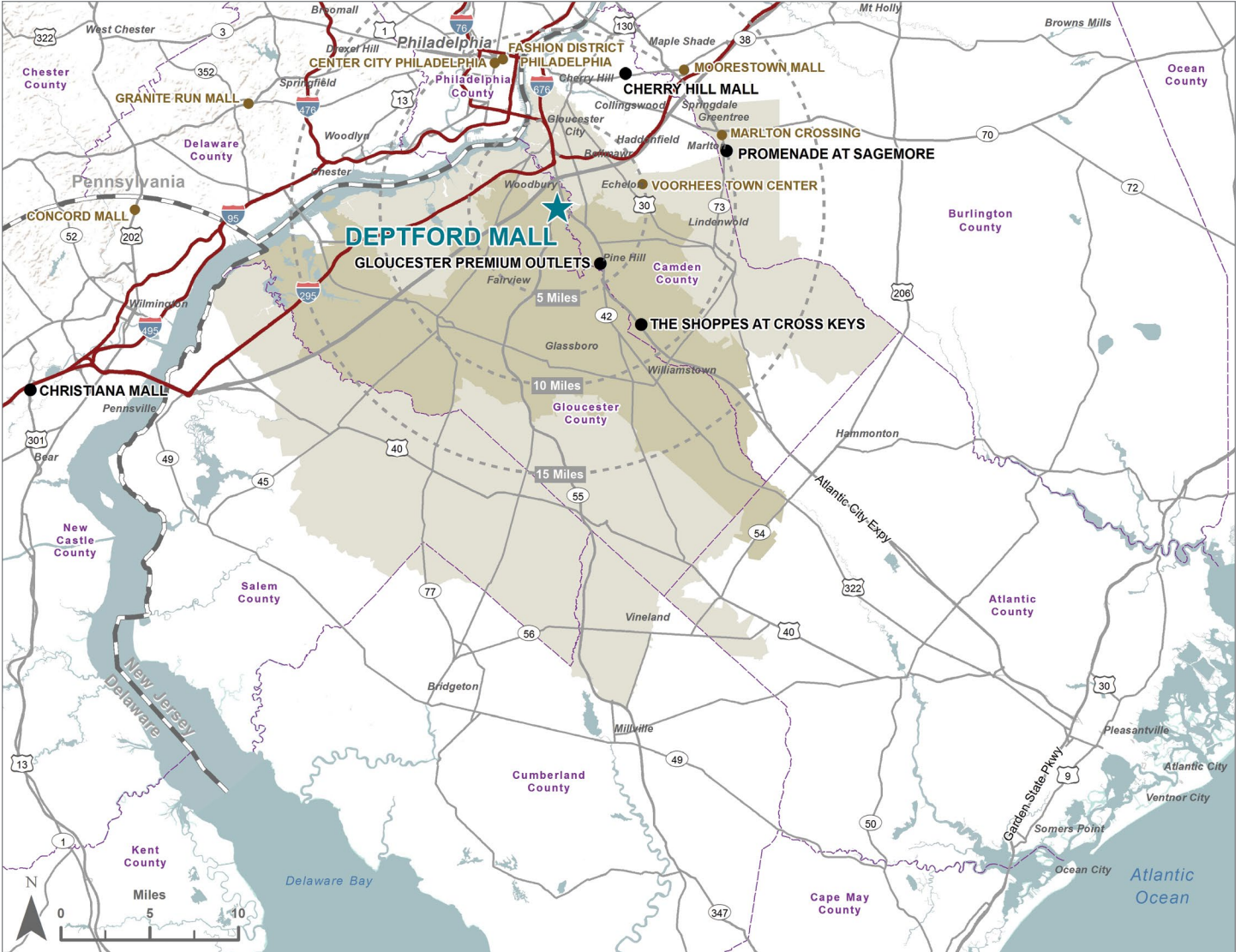
FOR MORE INFORMATION 856-848-8100 Ext. 222 | [Macerich.com](http://Macerich.com)



# DEMOGRAPHIC SUMMARY

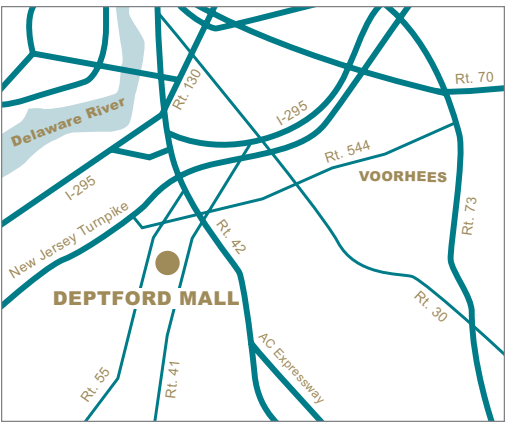
POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		PHILADELPHIA-CAMDEN-WILMINGTON, PA-NJ-DE-MD [MSA]	
2019 Total Population	348,282		733,131		6,203,916	
2024 Total Population	354,617		741,216		6,330,339	
2019-2024 Population Growth	1.8%		1.1%		2.0%	
HOUSEHOLDS						
2019 Total Households	125,731		269,705		2,344,093	
2024 Total Households	127,756		272,096		2,389,485	
2019-2024 Household Growth	1.6%		0.9%		1.9%	
INCOME						
Average Household Income	\$102,357		\$97,882		\$99,907	
Median Household Income	\$81,611		\$76,304		\$69,632	
Per Capita Income	\$36,988		\$36,063		\$37,881	
HOUSEHOLD INCOME RANGES						
\$50,000 +	87,795	69.8%	180,221	66.8%	1,472,661	62.8%
\$75,000 +	68,897	54.8%	137,447	51.0%	1,113,543	47.5%
\$100,000 +	50,434	40.1%	100,005	37.1%	831,277	35.5%
\$150,000 +	24,492	19.5%	48,216	17.9%	445,847	19.0%
AGE						
Median Age	38.9		39.6		39.3	
EDUCATION / OCCUPATION						
Bachelor's Degree Plus	77,679	32.3%	160,956	31.4%	1,650,827	38.4%
White Collar	116,509	65.9%	235,891	64.3%	2,051,493	66.6%
RACE / ETHNICITY						
White	252,908	72.6%	534,225	72.9%	4,018,808	64.8%
Black	60,253	17.3%	112,227	15.3%	1,319,853	21.3%
American Indian	907	0.3%	2,156	0.3%	18,302	0.3%
Asian	13,080	3.8%	30,135	4.1%	394,496	6.4%
Pacific Islander	190	0.1%	366	0.0%	2,924	0.0%
Other Race	20,944	6.0%	54,023	7.4%	449,533	7.2%
Hispanic or Latino	30,126	8.6%	86,770	11.8%	624,462	10.1%
Not Hispanic or Latino	318,156	91.4%	646,362	88.2%	5,579,454	89.9%
EMPLOYMENT / DAYTIME POPULATION						
	3 MILE		5 MILE		7 MILE	
Total Businesses	2,446		6,449		12,864	
Total Employees	34,630		80,589		190,076	
Daytime Population	71,097		188,476		398,652	

# TRADE AREA MAP



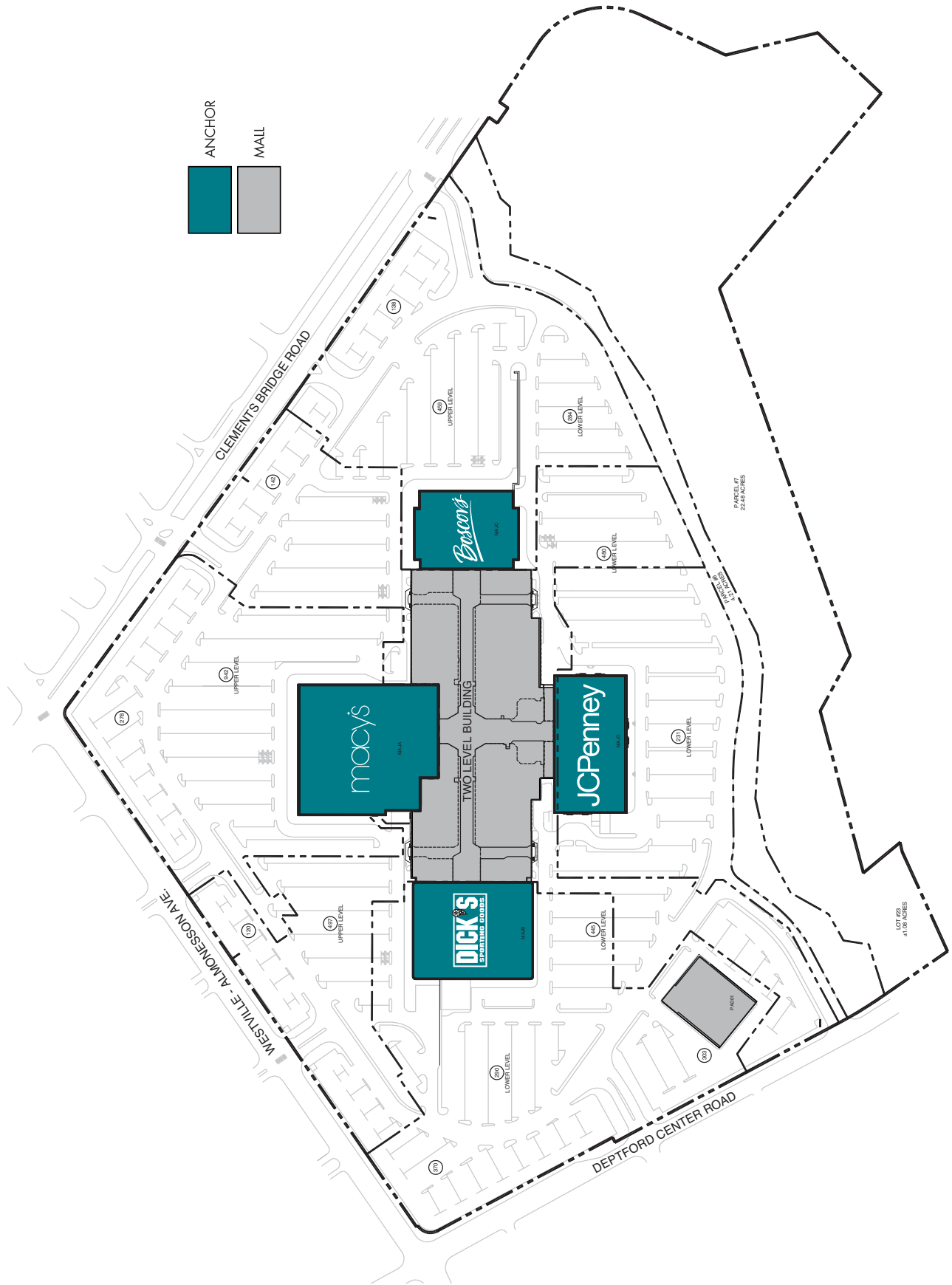
## LEGEND

- ★ DEPTFORD MALL
- PRIMARY TRADE AREA
- SECONDARY TRADE AREA
- COMPETITIVE CENTERS
- OTHER CENTERS



10% PCW

# SITE PLAN



# MARKET FACT SHEET

7TH LARGEST SHOPPING MALL IN NEW JERSEY AND THE LARGEST IN THE SOUTH JERSEY REGION

DEPTFORD AND THE IMMEDIATE MARKET ARE SERVED BY 2 MAJOR FREEWAYS

232,000 AVERAGE DAILY TRAFFIC COUNT ON THE 2 PRINCIPLE FREEWAYS PASSING DEPTFORD

10 MILES FROM 2 MAJOR PHILADELPHIA BRIDGES

227,000 PEOPLE LIVE WITHIN 5 MILES OF THE CENTER

40% OF HOUSEHOLDS WITHIN 10 MILES HAVE INCOMES EXCEEDING \$75,000

PROJECTED 10-YEAR EMPLOYMENT GROWTH IS 8.1%

ONE THIRD OF AREA POPULATION IS MILLENNIAL

DEPTFORD TOWNSHIP PROJECTED 10-YEAR POPULATION GROWTH IS 6.7%



CITY'S NICKNAME IS "FIRST FLIGHT IN AMERICA," FOR BEING THE SITE OF THE FIRST HOT AIR BALLOON LANDING IN NORTH AMERICA

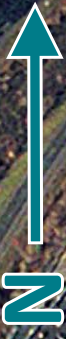
MORE THAN 25 NATIONAL RESTAURANTS AND 30 NATIONAL RETAILERS SURROUND THE CENTER

60 COLLEGES, UNIVERSITIES AND TECHNICAL SCHOOLS ARE WITHIN A 40-MINUTE COMMUTE OF DEPTFORD

NEMOURS DUPONT PEDIATRICS: PEDIATRIC SPECIALISTS SELECTED AS SOME OF THE BEST DOCTORS IN AMERICA YEAR AFTER YEAR

## YEARLY SALES

JAN	6.6%	MAY	7.5%	SEP	8.1%
FEB	7.0%	JUN	7.9%	OCT	7.2%
MAR	8.8%	JUL	6.6%	NOV	9.4%
APR	7.6%	AUG	8.1%	DEC	15.2%



OWNED  
OTHER

RED LOBSTER  
OLIVE GARDEN  
HOBBY LOBBY  
BURLINGTON  
KIRKLAND'S

BONEFISH GRILL  
BARNES & NOBLE  
ULTA  
HOMEGOODS  
OUTBACK STEAKHOUSE

BUY BUY BABY  
BED, BATH & BEYOND  
CHRISTMAS TREE SHOPS  
HARMON BEAUTY

ROUTE 55 ACCESS

LONGHORN STEAKHOUSE

ALMONESSON AVENUE

ROUND1

DICK'S SPORTING GOODS

MACY'S

JCPENNEY

BOSCOV'S

DEPTFORD CENTER ROAD

CRUNCH FITNESS

CLEMENTS BRIDGE ROAD

AMC THEATRES

ADELPHIA'S RESTAURANT

HELZBERG DIAMONDS

CHILI'S

MARSHALL'S  
T.J. MAXX

PANERA BREAD  
CHIPOTLE  
FIVE GUYS  
WALMART  
SAM'S CLUB  
JOE'S CRAB SHACK

TARGET  
MILLER'S ALE HOUSE  
BJ'S WHOLESALE CLUB  
APPLEBEE'S

BEST BUY