

# Extended Demographic Report - PopStats

2020 Census, 2023 Estimates & 2028 Projections

Calculated using TAS Retrieval

Dec 5, 2023



Latitude: 40.093493 Longitude: -75.285141

Whitemarsh Shopping Center Conshohocken, PA		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
<b>Population</b>	Current Year Estimated Population	10,035	63,280	190,854
	Population Est 23Q1	10,028	63,257	190,816
	Population Est 22Q4	10,039	63,212	190,647
	Population Est 22Q3	10,009	62,846	189,535
	Population Est 22Q2	10,014	62,861	189,410
	Population Est 22Q1	10,012	62,820	189,286
	Population Est 21Q4	10,016	62,813	189,163
	Population Est 21Q3	10,005	62,719	188,954
	Population Est 21Q2	9,995	62,561	188,016
	Population Fcst	9,557	62,806	197,200
	2010 Census Population	6,985	47,161	155,852
	2000 Census Population	6,961	46,382	151,914
	1990 Census Population	6,334	44,557	148,546
	Current Year Daytime Population	9,798	80,130	217,513
	Average Seasonal Population	84	540	1,616
	Historical Annual Growth, 1990 – 2000	0.95%	0.40%	0.22%
	Historical Annual Growth, 2000 – 2010	0.04%	0.17%	0.26%
	Estimated Annual Growth, 2010 – CY	2.77%	2.24%	1.54%
	Projected Annual Growth, CY to Y5	-0.97%	-0.15%	0.66%
	Group Qtrs Est	9	832	5,503
Transient Est Average Last 4 Qtrs	0	4,456	7,544	
<b>Households</b>	Current Year Estimated Households	4,166	26,559	76,470
	Households Est 23Q1	4,162	26,538	76,399
	Households Est 22Q4	4,166	26,517	76,322
	Households Est 22Q3	4,155	26,361	75,864
	Households Est 22Q2	4,156	26,364	75,813
	Households Est 22Q1	4,155	26,346	75,761
	Households Est 21Q4	4,157	26,340	75,711
	Households Est 21Q3	4,152	26,302	75,619
	Households Est 21Q2	4,148	26,238	75,273
	Households Fcst	3,966	26,338	79,107
	2010 Census Households	3,074	19,444	63,218
	2000 Census Households	2,969	18,503	61,522
	1990 Census Households	2,701	17,385	58,909
	Historical Annual Growth, 1990 – 2000	0.95%	0.63%	0.43%
	Historical Annual Growth, 2000 – 2010	0.35%	0.50%	0.27%
	Estimated Annual Growth, 2010 – CY	2.32%	2.38%	1.45%
	Projected Annual Growth, CY to Y5	-0.98%	-0.17%	0.68%
	Population per Household	2.41	2.35	2.42

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Whitemarsh Shopping Center Conshohocken, PA		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Income	HH Income \$500,000 or more	2.6%	3.2%	2.7%
	HH Income \$250,000 to \$499,999	3.1%	3.9%	3.2%
	HH Income \$200,000 to \$249,999	7.3%	9.0%	7.5%
	HH Income \$175,000 to \$199,999	5.9%	5.3%	6.5%
	HH Income \$150,000 to \$174,999	9.6%	8.7%	7.3%
	HH Income \$100,000 to 149,999	20.8%	19.2%	18.3%
	HH Income \$75,000 to 99,999	12.9%	12.4%	13.4%
	HH Income \$50,000 to 74,999	17.9%	14.7%	14.9%
	HH Income \$35,000 to 49,999	8.1%	8.3%	9.0%
	HH Income \$25,000 to 34,999	6.5%	5.5%	6.5%
	HH Income \$15,000 to 24,999	2.7%	5.1%	4.9%
	HH Income \$0 to 14,999	2.6%	4.5%	5.8%
	Average Household Income	\$121,234	\$131,550	\$132,706
	Median Household Income	\$98,553	\$98,543	\$90,435
	Per Capita Income	\$50,375	\$55,963	\$54,556
	2000 Average HH Income	\$76,641	\$83,131	\$84,556
	2000 Median HH Income	\$60,991	\$60,116	\$58,451
	Average Disposable Income	95,457	96,743	90,928
	Median Disposable Income	82,559	82,482	76,209
	Discretionary HH Income Over \$150,000	6.2%	8.0%	6.7%
	Discretionary HH Income \$125,000 to \$149,999	5.7%	7.1%	7.9%
	Discretionary HH Income \$100,000 to \$124,999	10.5%	9.9%	8.4%
	Discretionary HH Income \$75,000 to \$99,999	16.3%	14.4%	12.8%
	Discretionary HH Income \$50,000 to \$74,999	21.3%	19.0%	18.7%
	Discretionary HH Income \$25,000 to \$49,999	26.6%	23.5%	24.5%
	Discretionary HH Income Under \$25,000	13.4%	18.0%	21.0%
	Average Discretionary HH Income	68,640	69,371	65,648
	Median Discretionary HH Income	60,759	60,664	55,309
	Householder White – Count	3,535	21,111	55,731
	Median HH Income	\$102,013	\$107,175	\$101,497
	Average HH Income	\$107,283	\$110,725	\$107,139
	Householder Black or African-American – Count	228	2,372	9,384
	Median HH Income	\$82,171	\$58,756	\$62,179
	Average HH Income	\$84,152	\$72,111	\$74,935
Householder Hispanic – Count	118	1,031	4,330	
Median HH Income	\$90,230	\$85,845	\$64,925	
Average HH Income	\$116,605	\$97,556	\$77,914	
Householder Asian or Pacific Islander – Count	226	1,309	3,969	
Median HH Income	\$93,550	\$97,134	\$92,953	
Average HH Income	\$106,748	\$101,452	\$97,903	
Householder Other or Pacific Islander – Count	58	737	3,056	
Median HH Income	\$69,865	\$69,131	\$63,210	
Average HH Income	\$76,278	\$80,814	\$77,872	
Gender	Male Population	4,869	30,795	92,401
	Female Population	5,166	32,485	98,453

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Whitemarsh Shopping Center Conshohocken, PA		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Total Population by Age	Count of Pop 0 to 4 years	630	3,839	10,825
	Count of Pop 0 to 7 years	876	5,237	15,139
	Count of Pop 5 - 13	1,105	6,350	19,459
	Count of Pop 14 - 18	451	2,685	9,028
	Count of Pop 19 - 22	417	2,606	9,124
	Count of Pop 22 - 25	293	1,910	6,842
	Count of Pop 25 - 29	601	4,034	11,495
	Count of Pop 30 - 34	796	5,353	14,130
	Count of Pop 35 - 39	867	5,250	14,357
	Count of Pop 40 - 44	791	4,477	12,840
	Count of Pop 45 - 59	1,793	11,019	33,949
	Count of Pop 60 - 74	1,658	10,569	32,896
	Count of Pop 75 - 84	478	3,509	11,344
	Count of Pop 85+	154	1,679	4,567
	% of Pop 0 to 4 years	6.3%	6.1%	5.7%
	% of Pop 0 to 7 years	8.7%	8.3%	7.9%
	% of Pop 5 - 13	11.0%	10.0%	10.2%
	% of Pop 14 - 18	4.5%	4.2%	4.7%
	% of Pop 19 - 22	4.2%	4.1%	4.8%
	% of Pop 22 - 25	2.9%	3.0%	3.6%
	% of Pop 25 - 29	6.0%	6.4%	6.0%
	% of Pop 30 - 34	7.9%	8.5%	7.4%
	% of Pop 35 - 39	8.6%	8.3%	7.5%
% of Pop 40 - 44	7.9%	7.1%	6.7%	
% of Pop 45 - 59	17.9%	17.4%	17.8%	
% of Pop 60 - 74	16.5%	16.7%	17.2%	
% of Pop 75 - 84	4.8%	5.5%	5.9%	
% of Pop 85+	1.5%	2.7%	2.4%	
Median Age	39.2	39.6	40.1	
Average Age	39.8	41.0	41.1	
Male Population by Age	% of Pop 0 to 4 years	6.8%	6.4%	6.0%
	% of Pop 5 - 13	11.7%	10.7%	10.8%
	% of Pop 14 - 18	4.7%	4.5%	5.0%
	% of Pop 19 - 22	4.3%	4.3%	4.9%
	% of Pop 22 - 25	3.0%	3.2%	3.6%
	% of Pop 25 - 29	6.1%	6.6%	6.3%
	% of Pop 30 - 34	8.1%	8.8%	7.7%
	% of Pop 35 - 39	8.7%	8.5%	7.8%
	% of Pop 40 - 44	8.1%	7.2%	6.9%
	% of Pop 45 - 59	17.7%	17.5%	17.8%
	% of Pop 75 - 84	3.9%	4.7%	5.2%
	% of Pop 60 - 74	15.6%	15.8%	16.3%
	% of Pop 85+	1.1%	1.8%	1.6%
Median Age	37.9	38.3	38.6	
Average Age	38.4	39.5	39.7	

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	% of Pop 0 to 4 years	5.8%	5.8%	5.4%
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	% of Pop 45 - 59	18.0%	17.3%	17.7%
	% of Pop 60 - 74	17.4%	17.6%	18.1%
	% of Pop 75 - 84	5.6%	6.3%	6.7%
	% of Pop 85+	1.9%	3.5%	3.1%
	Median Age	40.4	41.2	41.7
Average Age	41.1	42.4	42.5	
Race	Count of White	8,025	47,775	128,303
	Count of Black or African-American	609	5,806	24,855
	Count of Asian or Pacific Islander	703	3,726	12,059
	Count of Other races	698	5,973	25,636
	White	80.0%	75.5%	67.2%
	Black or African American	6.1%	9.2%	13.0%
	Asian	7.0%	5.9%	6.3%
	Other Races	7.0%	9.4%	13.4%
Language Spoken	Speak English at Home	90.1%	87.3%	84.6%
	Speak Spanish at Home	2.1%	4.6%	6.6%
	Speak French or French Creole at Home	0.1%	0.6%	0.5%
	Speak German at Home	0.0%	0.2%	0.4%
	Speak Other Indo-European Languages at Home	3.2%	2.9%	3.1%
	Speak Russian and Other Slavic Languages at H	0.6%	0.6%	0.6%
	Speak Chinese at Home	0.4%	0.5%	0.7%
	Speak Korean at Home	1.8%	1.1%	0.8%
	Speak Vietnamese at Home	0.1%	0.2%	0.3%
	Speak Other Asian Languages at Home	1.0%	1.0%	0.9%
	Speak Tagalog and Other Pacific Languages at H	0.0%	0.2%	0.3%
	Speak Other Language at Home	0.5%	1.1%	1.2%
Hispanic	Hispanic Population	392	4,340	20,819
	Hispanic Population Percent	3.9%	6.9%	10.9%
	Mexican	29.0%	37.4%	47.8%
	Puerto Rican	31.5%	32.0%	23.3%
	Cuban	2.7%	3.4%	2.5%
	Dominican	8.7%	6.4%	4.4%
	Central American	1.6%	8.2%	8.4%
	South American	21.2%	10.2%	7.7%
	Other Hispanic	5.5%	2.5%	5.7%
	2000 Hispanic Population Percent	2%	2%	3%
	1990 Hispanic Population Percent	1%	1%	2%

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<b>Ancestry</b>	American (percent of total population)	3.2%	2.6%	2.7%
	American	3.1%	2.5%	2.6%
	Native American (ie. Indian/Eskimo)	0.1%	0.1%	0.1%
	Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
	Asian (percent of total population)	7.0%	5.9%	6.3%
	Chinese	0.9%	0.9%	1.2%
	Japanese	0.5%	0.3%	0.2%
	Korean	2.5%	1.6%	1.3%
	South Central Asian (ie. Indian)	2.2%	2.0%	2.4%
	South East Asian (ie. Vietnamese)	0.8%	0.7%	1.0%
	Other Asian	0.1%	0.3%	0.3%
	European (percent of total population)	56.3%	53.0%	46.5%
	British	4.8%	5.0%	5.0%
	Dutch	0.2%	0.3%	0.4%
	French	0.6%	0.7%	0.7%
	German	9.3%	8.1%	7.7%
	Italian	12.0%	12.8%	10.3%
	Polish	5.9%	4.8%	3.6%
	Scandinavian	0.5%	0.8%	0.9%
	Scotch/Irish	16.0%	14.4%	12.4%
Other European (ie. Greek/Russian)	7.0%	6.2%	5.6%	
Middle Eastern	0.7%	0.8%	0.8%	
Other Ancestry	16.7%	16.8%	19.5%	
Unclassified Ancestry	12.2%	14.0%	13.3%	
<b>Education (Age 25+)</b>	Adult Population (25 Years or Older)	7,139	45,890	135,578
	Elementary (0 to 8)	1.0%	2.0%	2.2%
	Some High School (9 to 11)	2.6%	3.7%	4.1%
	High School Graduate (12)	22.4%	21.4%	21.6%
	Some College (13 to 16)	13.1%	11.9%	13.4%
	Associates Degree Only	5.3%	5.9%	6.5%
	Bachelors Degree Only	31.4%	30.7%	28.0%
	Graduate Degree	24.2%	24.4%	24.2%
	% College (4+)	55.6%	55.1%	52.2%
<b>Household Type</b>	Total Households – count	4,166	26,559	76,470
	One Person HHs – count	1,239	8,343	23,283
	Family HHs – count	2,482	15,823	47,071
	Married Couple – count	1,981	12,473	36,016
	w/own children – count	778	4,763	14,222
	w/out own children – count	1,203	7,710	21,794
	Male Householder – count	103	894	3,074
	Female Householder – count	397	2,456	7,980
	Non-Family Households – count	446	2,394	6,116
	1 Person Household	29.7%	31.4%	30.4%
	2 Person Household	31.6%	33.4%	32.6%
	3 Person Household	16.5%	14.5%	15.1%
	4 Person Household	15.1%	13.1%	13.1%
	5 Person Household	5.3%	5.1%	5.6%
	6 Person Household	1.5%	1.6%	2.0%
7+ Person Household	0.4%	0.7%	1.1%	
% Households With Children	25.0%	23.0%	25.5%	

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Whitemarsh Shopping Center Conshohocken, PA		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
<b>Housing</b>	Total Housing Units	4,384	28,161	81,682
	Owner Occupied Percent	59.7%	58.4%	57.9%
	Renter Occupied Percent	35.3%	35.9%	35.7%
	Vacant Housing Percent	5.0%	5.7%	6.4%
	Total Housing Units (Census 2000)	3,116	19,280	64,750
	For Rent (Census 2000)	52%	36%	45%
	For Sale (Census 2000)	9%	24%	19%
	Rented or Sold, (Census 2000)	30%	18%	14%
	Seasonal (Census 2014)	0%	4%	4%
	Other (Census 2000)	5%	12%	15%
<b>Homes Built By Year</b>	Homes Built 1990 to 2000	15%	9%	6%
	Homes Built 1980 to 1989	8%	11%	10%
	Homes Built 1970 to 1979	21%	16%	13%
	Homes Built 1960 to 1969	20%	18%	19%
	Homes Built 1950 to 1959	19%	20%	21%
	Homes Built 1940 to 1949	6%	9%	9%
	Homes Built Before 1939	10%	16%	21%
<b>Units in Structure</b>	1 Unit	61%	74%	70%
	2 - 9 Units	13%	9%	12%
	Greater than 10 Units	27%	17%	18%
	Mobilie Trailer	0%	0%	0%
	Other Units	0%	0%	0%
<b>Home Value (Owner Occupied)</b>	Property Value \$1,000,000 or more	2.7%	5.4%	7.6%
	Property Value \$750,000 to \$999,999	13.1%	11.5%	9.7%
	Property Value \$500,000 to \$749,999	33.7%	25.0%	19.6%
	Property Value \$400,000 to \$499,999	26.5%	21.8%	17.9%
	Property Value \$300,000, to \$399,999	12.0%	16.3%	17.6%
	Property Value \$200,000 to \$299,999	9.0%	12.0%	14.2%
	Property Value \$150,000 to \$199,999	2.6%	2.3%	3.8%
	Property Value \$100,000 to \$149,999	0.0%	1.5%	2.7%
	Property Value \$60,000 to \$99,999	0.1%	0.5%	0.9%
	Property Value \$40,000 to \$59,999	0.3%	0.1%	0.2%
	Property Value \$0 to \$39,999	0.0%	0.5%	0.7%
	Median Home Value	\$498,099	\$469,861	\$441,136
Median Rent	\$833	\$810	\$799	
<b>Wealth per Household</b>	\$0 and under - percent	16.5%	16.8%	16.9%
	\$1 to \$4999 - percent	7.7%	7.9%	8.0%
	\$5k to \$9999 - percent	4.3%	4.3%	4.4%
	\$10k to \$24999 - percent	6.2%	6.2%	6.2%
	\$25k to \$49999 - percent	6.7%	6.7%	6.7%
	\$50k to \$99999 - percent	10.1%	10.0%	10.0%
	\$100k to \$249999 - percent	18.2%	18.1%	18.1%
	\$250k to \$499999 - percent	13.8%	13.7%	13.6%
	\$500k+ - percent	16.4%	16.4%	16.1%
	Median HH Wealth	\$92,294	\$90,858	\$89,373
	Avg HH Wealth	\$259,599	\$258,341	\$255,736

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<b>Economic Viability</b>	Economic Viability Local	211	219	217
	Economic Viability Indexed	211	219	217
<b>Occupation (Employed Civilians Age 16+)</b>	Employed Civilian Pop 16+ by Occupation	5,768	35,886	103,395
	Managerial/Executive	25.2%	24.6%	22.4%
	Professional Specialty	36.0%	32.6%	31.4%
	Healthcare Support	1.1%	1.8%	2.2%
	Sales	8.9%	10.1%	9.8%
	Office & Administrative Support	6.5%	10.2%	10.2%
	Protective Service	1.9%	1.5%	1.7%
	Food Preparation	2.8%	3.7%	4.2%
	Building Maintenance & Cleaning	2.3%	1.9%	2.8%
	Personal Care	3.1%	2.2%	2.4%
	Farming, Fishing, & Forestry	0.1%	0.1%	0.1%
	Construction	6.5%	5.3%	5.2%
	Production & Transportation	5.8%	6.1%	7.7%
	Percent White Collar Workers	77.7%	79.2%	75.9%
	Percent Blue Collar Workers	22.3%	20.8%	24.1%
<b>Employment by Industry (Employed Civilians Age 16+)</b>	Agriculture/Mining/Construction	7.2%	4.9%	5.0%
	Manufacturing	6.4%	8.3%	8.7%
	Transportation	2.2%	3.0%	3.3%
	Information	0.7%	2.4%	2.1%
	Wholesale/Retail	10.0%	12.7%	13.0%
	Finance, Insurance, Real Estate	10.5%	11.2%	10.6%
	Professional Services	12.3%	13.3%	11.9%
	Management Services	0.6%	0.3%	0.2%
	Administrative/Waste Services	4.5%	3.7%	4.0%
	Educational Services	31.1%	26.6%	26.1%
	Entertainment Services	6.1%	6.0%	6.9%
	Other Professional Services	6.5%	4.5%	4.4%
	Public Administration	2.0%	3.2%	3.8%
<b>Transportation To Work</b>	Drive to Work Alone	83.1%	80.7%	76.6%
	Drive to Work Carpool	6.9%	8.8%	9.4%
	Travel to Work by Public Transportation	4.3%	4.4%	6.9%
	Drive to Work on Motorcycle	0.0%	0.0%	0.0%
	Drive to Work on Bicycle	0.1%	0.1%	0.1%
	Walked to Work	2.2%	2.2%	3.1%
	Other Means	0.7%	0.5%	0.6%
	Work at Home	2.6%	3.3%	3.2%

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	Travel to Work in Less than 5 Minutes	2.4%	2.4%	2.3%
	Travel to Work in 5 to 9 Minutes	8.8%	9.8%	9.7%
	Travel to Work in 10 to 14 Minutes	11.6%	15.4%	14.7%
	Travel to Work in 15 to 19 Minutes	12.1%	14.3%	13.9%
	Travel to Work in 20 to 29 Minutes	23.6%	20.9%	20.7%
	Travel to Work in 30 to 44 Minutes	26.3%	23.6%	24.2%
	Travel to Work in 45 to 59 Minutes	9.1%	8.1%	8.7%
	Travel to Work in 60 Minutes or more	6.1%	5.6%	6.0%
Average Travel Time to Work		25	24	25
Vehicles per HH	No Vehicles	2.1%	6.2%	7.6%
	1 Vehicle	33.4%	36.0%	36.8%
	2 Vehicles	50.2%	41.0%	40.1%
	3 or more vehicles	14.4%	16.8%	15.5%
	Average Number of Vehicles	1.82	1.74	1.68
Change	Births (last 12 months)	117	743	2,120
	Deaths (last 12 months)	98	713	2,112
	Migration (last 12 months)	4	421	1,569
Work place	Workplace Establishments	332	2,851	6,817
	Workplace Employees (FTE)	6,060	50,532	107,466