

# Extended Demographic Report - PopStats

2020 Census, 2024 Estimates & 2029 Projections

Calculated using TAS Retrieval

Apr 3, 2025

**BRIXMOR**®

Latitude: 40.135791 Longitude: -75.543935

Shoppes at Valley Forge Phoenixville, PA		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Population	Current Year Estimated Population	9,852	45,830	90,945
	Population Est 23Q1	9,879	45,887	90,975
	Population Est 22Q4	9,994	45,967	91,050
	Population Est 22Q3	9,909	45,784	90,433
	Population Est 22Q2	9,802	45,568	90,167
	Population Est 22Q1	9,796	45,498	90,030
	Population Est 21Q4	9,785	45,339	89,771
	Population Est 21Q3	9,368	44,443	88,658
	Population Est 21Q2	9,106	44,276	88,195
	Population Fcst	10,628	47,808	94,781
	2010 Census Population	7,857	39,717	77,603
	2000 Census Population	7,025	34,509	64,889
	1990 Census Population	6,875	32,034	53,544
	Current Year Daytime Population	9,035	37,046	80,134
	Average Seasonal Population	6	185	609
	Historical Annual Growth, 1990 – 2000	0.22%	0.75%	1.94%
	Historical Annual Growth, 2000 – 2010	1.12%	1.42%	1.81%
	Estimated Annual Growth, 2010 – CY	1.60%	1.01%	1.12%
	Projected Annual Growth, CY to Y5	1.53%	0.85%	0.83%
	Group Qtrs Est	11	431	845
	Transient Est Average Last 4 Qtrs	0	0	83
Households	Current Year Estimated Households	4,356	19,253	35,975
	Households Est 23Q1	4,365	19,269	35,977
	Households Est 22Q4	4,412	19,300	36,008
	Households Est 22Q3	4,374	19,218	35,754
	Households Est 22Q2	4,325	19,126	35,642
	Households Est 22Q1	4,324	19,098	35,590
	Households Est 21Q4	4,320	19,034	35,481
	Households Est 21Q3	4,128	18,629	34,995
	Households Est 21Q2	4,013	18,553	34,809
	Households Fcst	4,704	20,111	37,541
	2010 Census Households	3,460	16,098	29,910
	2000 Census Households	2,986	13,877	25,039
	1990 Census Households	2,733	12,284	20,158
	Historical Annual Growth, 1990 – 2000	0.89%	1.23%	2.19%
	Historical Annual Growth, 2000 – 2010	1.48%	1.50%	1.79%
	Estimated Annual Growth, 2010 – CY	1.63%	1.26%	1.30%
	Projected Annual Growth, CY to Y5	1.55%	0.88%	0.86%
	Population per Household	2.26	2.36	2.50

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Shoppes at Valley Forge Phoenixville, PA		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Income	HH Income \$500,000 or more	3.7%	3.7%	4.5%
	HH Income \$250,000 to \$499,999	4.5%	4.4%	5.4%
	HH Income \$200,000 to \$249,999	10.4%	10.3%	12.6%
	HH Income \$175,000 to \$199,999	5.6%	6.8%	8.0%
	HH Income \$150,000 to \$174,999	9.7%	8.7%	8.2%
	HH Income \$100,000 to 149,999	22.1%	19.9%	19.7%
	HH Income \$75,000 to 99,999	12.5%	13.3%	12.5%
	HH Income \$50,000 to 74,999	10.9%	11.0%	10.9%
	HH Income \$35,000 to 49,999	8.3%	8.5%	7.0%
	HH Income \$25,000 to 34,999	3.8%	4.2%	3.9%
	HH Income \$15,000 to 24,999	4.3%	4.4%	3.7%
	HH Income \$0 to 14,999	4.4%	4.7%	3.7%
	Average Household Income	\$134,491	\$138,264	\$160,727
	Median Household Income	\$111,403	\$108,276	\$119,286
	Per Capita Income	\$59,517	\$58,570	\$64,040
	Average Disposable Income	\$104,144	\$102,924	\$111,475
	Median Disposable Income	\$91,729	\$89,296	\$97,742
	Discretionary HH Income Over \$150,000	12.1%	11.4%	14.8%
	Discretionary HH Income \$125,000 to \$149,999	7.3%	8.6%	10.9%
	Discretionary HH Income \$100,000 to \$124,999	12.1%	11.8%	11.2%
	Discretionary HH Income \$75,000 to \$99,999	14.6%	13.9%	14.3%
	Discretionary HH Income \$50,000 to \$74,999	20.8%	19.9%	18.6%
	Discretionary HH Income \$25,000 to \$49,999	19.6%	19.5%	18.0%
	Discretionary HH Income Under \$25,000	13.4%	15.0%	12.2%
	Average Discretionary HH Income	\$78,239	\$77,103	\$83,765
	Median Discretionary HH Income	\$71,557	\$69,694	\$78,037
	Householder White – Count	3,663	16,019	29,883
	Median HH Income	\$112,006	\$109,432	\$119,169
	Average HH Income	\$113,092	\$111,915	\$118,841
	Householder Black or African-American – Count	230	760	1,217
	Median HH Income	\$105,988	\$53,498	\$75,165
	Average HH Income	\$108,473	\$85,571	\$91,902
	Householder Hispanic – Count	92	644	1,079
	Median HH Income	\$168,952	\$100,694	\$102,516
	Average HH Income	\$142,852	\$111,875	\$112,737
	Householder Asian or Pacific Islander – Count	183	851	2,292
	Median HH Income	\$106,956	\$135,136	\$159,468
	Average HH Income	\$104,436	\$126,119	\$142,646
	Householder Other or Pacific Islander – Count	188	978	1,503
	Median HH Income	\$90,126	\$95,317	\$97,022
	Average HH Income	\$110,332	\$108,542	\$109,357

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Shoppes at Valley Forge Phoenixville, PA		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Gender	Male Population	4,763	22,602	44,827
	Female Population	5,089	23,228	46,117
Total Population by Age	Count of Pop 0 to 4 years	601	2,663	4,893
	Count of Pop 0 to 7 years	849	3,756	6,987
	Count of Pop 5 - 13	1,008	4,666	9,400
	Count of Pop 14 - 18	440	2,169	4,723
	Count of Pop 19 - 22	403	2,041	4,555
	Count of Pop 22 - 25	282	1,430	3,241
	Count of Pop 25 - 29	519	2,439	4,748
	Count of Pop 30 - 34	820	3,604	5,866
	Count of Pop 35 - 39	871	3,767	6,510
	Count of Pop 40 - 44	744	3,279	6,223
	Count of Pop 45 - 59	1,786	8,567	18,385
	Count of Pop 60 - 74	1,662	7,809	15,951
	Count of Pop 75 - 84	540	2,540	4,940
	Count of Pop 85+	176	857	1,510
	% of Pop 0 to 4 years	6.1%	5.8%	5.4%
	% of Pop 0 to 7 years	8.6%	8.2%	7.7%
	% of Pop 5 - 13	10.2%	10.2%	10.3%
	% of Pop 14 - 18	4.5%	4.7%	5.2%
	% of Pop 19 - 22	4.1%	4.5%	5.0%
	% of Pop 22 - 25	2.9%	3.1%	3.6%
	% of Pop 25 - 29	5.3%	5.3%	5.2%
	% of Pop 30 - 34	8.3%	7.9%	6.5%
	% of Pop 35 - 39	8.8%	8.2%	7.2%
	% of Pop 40 - 44	7.5%	7.2%	6.8%
	% of Pop 45 - 59	18.1%	18.7%	20.2%
	% of Pop 60 - 74	16.9%	17.0%	17.5%
	% of Pop 75 - 84	5.5%	5.5%	5.4%
	% of Pop 85+	1.8%	1.9%	1.7%
	Median Age	39.9	40.2	41.2
	Average Age	40.7	40.9	41.0
Male Population by Age	% of Pop 0 to 4 years	6.4%	6.0%	5.6%
	% of Pop 5 - 13	10.6%	10.6%	10.8%
	% of Pop 14 - 18	4.5%	4.9%	5.4%
	% of Pop 19 - 22	4.2%	4.6%	5.2%
	% of Pop 22 - 25	3.0%	3.3%	3.7%
	% of Pop 25 - 29	5.7%	5.7%	5.5%
	% of Pop 30 - 34	8.7%	8.1%	6.6%
	% of Pop 35 - 39	9.2%	8.5%	7.2%
	% of Pop 40 - 44	7.5%	7.2%	6.9%
	% of Pop 45 - 59	18.7%	18.7%	20.1%
	% of Pop 75 - 84	4.4%	4.8%	4.8%
	% of Pop 60 - 74	16.0%	16.5%	17.2%
	% of Pop 85+	1.1%	1.2%	1.1%
	Median Age	38.7	39.0	40.1
	Average Age	39.4	39.7	40.1

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	% of Pop 0 to 4 years	5.8%	5.6%	5.2%
	% of Pop 5 - 13	9.8%	9.8%	9.9%
	% of Pop 14 - 18	4.4%	4.6%	5.0%
	% of Pop 19 - 22	4.0%	4.3%	4.8%
	% of Pop 22 - 25	2.7%	2.9%	3.4%
	% of Pop 25 - 29	4.9%	5.0%	5.0%
	% of Pop 30 - 34	7.9%	7.6%	6.3%
	% of Pop 35 - 39	8.6%	8.0%	7.2%
	% of Pop 40 - 44	7.6%	7.1%	6.8%
	% of Pop 45 - 59	17.6%	18.7%	20.3%
	% of Pop 60 - 74	17.7%	17.5%	17.9%
	% of Pop 75 - 84	6.5%	6.3%	6.0%
	% of Pop 85+	2.5%	2.6%	2.2%
	Median Age	41.2	41.5	42.4
	Average Age	42.0	42.0	42.0
Race	Count of White	7,989	37,058	73,178
	Count of Black or African-American	581	2,476	3,883
	Count of Asian or Pacific Islander	403	2,116	6,806
	Count of Other races	879	4,179	7,077
	White	81.1%	80.9%	80.5%
	Black or African American	5.9%	5.4%	4.3%
	Asian	4.1%	4.6%	7.5%
	Other Races	8.9%	9.1%	7.8%
Language Spoken	Speak English at Home	90.2%	89.3%	88.5%
	Speak Spanish at Home	1.3%	2.2%	2.1%
	Speak French or French Creole at Home	0.6%	0.4%	0.4%
	Speak German at Home	0.9%	0.7%	0.7%
	Speak Other Indo-European Languages at Home	3.4%	2.5%	2.9%
	Speak Russian and Other Slavic Languages at Home	0.5%	0.7%	0.6%
	Speak Chinese at Home	0.1%	1.0%	1.2%
	Speak Korean at Home	1.0%	0.4%	0.3%
	Speak Vietnamese at Home	1.4%	0.7%	0.5%
	Speak Other Asian Languages at Home	0.6%	1.7%	2.2%
	Speak Tagalog and Other Pacific Languages at Home	0.0%	0.1%	0.1%
	Speak Other Language at Home	0.0%	0.4%	0.6%
Hispanic	Hispanic Population	495	2,885	4,536
	Hispanic Population Percent	5.0%	6.3%	5.0%
	Mexican	24.6%	26.9%	26.3%
	Puerto Rican	27.3%	31.7%	33.6%
	Cuban	8.3%	3.8%	4.2%
	Dominican	1.1%	3.5%	4.2%
	Central American	21.1%	16.0%	12.5%
	South American	5.3%	8.4%	10.7%
	Other Hispanic	12.1%	9.7%	8.6%
	2000 Hispanic Population Percent	2%	2%	2%
	1990 Hispanic Population Percent	1%	1%	1%

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Shoppes at Valley Forge Phoenixville, PA		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Ancestry	American (percent of total population)	1.9%	2.8%	2.8%
	American	1.7%	2.7%	2.6%
	Native American (ie. Indian/Eskimo)	0.2%	0.2%	0.1%
	Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
	Asian (percent of total population)	4.1%	4.6%	7.5%
	Chinese	0.1%	0.8%	1.3%
	Japanese	0.0%	0.0%	0.0%
	Korean	0.8%	0.4%	0.4%
	South Central Asian (ie. Indian)	1.6%	2.2%	4.4%
	South East Asian (ie. Vietnamese)	1.1%	0.9%	1.1%
	Other Asian	0.5%	0.3%	0.2%
	European (percent of total population)	59.9%	57.7%	56.8%
	British	5.1%	6.4%	6.6%
	Dutch	0.4%	0.5%	0.7%
	French	0.7%	0.8%	0.8%
	German	15.6%	14.5%	14.4%
	Italian	11.3%	9.9%	10.2%
	Polish	4.4%	4.1%	4.1%
	Scandinavian	1.0%	0.9%	1.1%
	Scotch/Irish	14.1%	13.8%	13.2%
	Other European (ie. Greek/Russian)	7.1%	6.8%	5.8%
	Middle Eastern	0.5%	0.7%	0.6%
	Other Ancestry	14.5%	13.9%	13.5%
	Unclassified Ancestry	14.0%	14.0%	13.9%
Education (Age 25+)	Adult Population (25 Years or Older)	7,117	32,861	64,133
	Elementary (0 to 8)	0.2%	1.0%	0.9%
	Some High School (9 to 11)	3.9%	3.7%	3.3%
	High School Graduate (12)	19.3%	21.3%	19.7%
	Some College (13 to 16)	12.6%	13.8%	12.7%
	Associates Degree Only	7.2%	6.6%	7.1%
	Bachelors Degree Only	36.7%	33.7%	34.2%
	Graduate Degree	20.2%	20.0%	22.1%
	% College (4+)	56.8%	53.7%	56.3%
Household Type	Total Households – count	4,356	19,253	35,975
	One Person HHs – count	1,466	6,056	9,761
	Family HHs – count	2,389	11,169	23,327
	Married Couple – count	1,799	8,711	18,897
	w/own children – count	725	3,604	8,109
	w/out own children – count	1,074	5,107	10,787
	Male Householder – count	231	879	1,407
	Female Householder – count	359	1,579	3,024
	Non-Family Households – count	502	2,027	2,886
	1 Person Household	33.6%	31.5%	27.1%
	2 Person Household	34.0%	33.3%	32.4%
	3 Person Household	14.4%	14.9%	16.1%
	4 Person Household	11.9%	13.0%	15.6%
	5 Person Household	4.1%	5.0%	6.1%
	6 Person Household	1.3%	1.6%	1.9%
	7+ Person Household	0.7%	0.7%	0.8%
	% Households With Children	24.6%	26.6%	29.8%

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Shoppes at Valley Forge Phoenixville, PA		1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius
Housing	Total Housing Units	4,518	20,167	37,613
	Owner Occupied Percent	61.5%	65.1%	69.7%
	Renter Occupied Percent	34.9%	30.4%	25.9%
	Vacant Housing Percent	3.6%	4.5%	4.4%
	Total Housing Units (Census 2000)	3,087	14,552	26,175
Home Value (Owner Occupied)	Property Value \$1,000,000 or more	2.0%	4.0%	7.5%
	Property Value \$750,000 to \$999,999	8.5%	10.5%	15.4%
	Property Value \$500,000 to \$749,999	17.9%	23.4%	25.4%
	Property Value \$400,000 to \$499,999	25.2%	20.7%	16.3%
	Property Value \$300,000, to \$399,999	26.6%	22.2%	16.4%
	Property Value \$200,000 to \$299,999	11.1%	10.7%	9.7%
	Property Value \$150,000 to \$199,999	2.8%	2.5%	1.9%
	Property Value \$100,000 to \$149,999	1.8%	1.5%	1.2%
	Property Value \$60,000 to \$99,999	0.8%	1.0%	0.7%
	Property Value \$40,000 to \$59,999	0.3%	0.2%	0.3%
	Property Value \$0 to \$39,999	1.4%	2.4%	2.1%
	Median Home Value	\$417,573	\$444,062	\$498,937
Wealth per Household	\$0 and under - percent	16.6%	16.4%	15.8%
	\$1 to \$4999 - percent	7.6%	7.5%	7.1%
	\$5k to \$9999 - percent	4.2%	4.2%	4.0%
	\$10k to \$24999 - percent	6.1%	6.1%	5.9%
	\$25k to \$49999 - percent	6.7%	6.7%	6.7%
	\$50k to \$99999 - percent	10.0%	10.1%	10.1%
	\$100k to \$249999 - percent	18.2%	18.4%	18.7%
	\$250k to \$499999 - percent	13.9%	14.0%	14.4%
	\$500k+ - percent	16.7%	16.7%	17.4%
	Median HH Wealth	\$93,741	\$95,233	\$103,108
	Avg HH Wealth	\$262,090	\$262,915	\$271,734
Economic Viability	Economic Viability Local	293	288	290
	Economic Viability Indexed	108	107	107
Occupation (Employed Civilians Age 16+)	Employed Civilian Pop 16+ by Occupation	5,917	27,068	53,007
	Managerial/Executive	21.8%	23.2%	25.0%
	Professional Specialty	34.6%	31.7%	31.5%
	Healthcare Support	2.3%	2.5%	2.2%
	Sales	7.9%	9.6%	10.2%
	Office & Administrative Support	11.3%	10.2%	9.9%
	Protective Service	0.9%	1.1%	1.2%
	Food Preparation	2.6%	3.7%	3.4%
	Building Maintenance & Cleaning	2.9%	2.9%	2.1%
	Personal Care	2.6%	2.6%	2.3%
	Farming, Fishing, & Forestry	0.0%	0.3%	0.2%
	Construction	5.4%	5.4%	4.9%
	Production & Transportation	7.7%	6.9%	6.9%
	Percent White Collar Workers	77.9%	77.1%	78.9%
	Percent Blue Collar Workers	22.1%	22.9%	21.1%

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	Agriculture/Mining/Construction	4.2%	5.4%	4.9%
	Manufacturing	14.1%	13.5%	13.8%
	Transportation	4.5%	3.7%	4.2%
	Information	1.8%	2.2%	2.8%
	Wholesale/Retail	14.0%	13.5%	12.9%
	Finance, Insurance, Real Estate	10.9%	11.3%	11.5%
	Professional Services	11.5%	12.4%	13.1%
	Management Services	1.6%	0.8%	0.6%
	Administrative/Waste Services	4.7%	3.5%	3.3%
	Educational Services	20.7%	20.8%	20.8%
	Entertainment Services	4.7%	6.3%	6.4%
	Other Professional Services	5.0%	4.4%	3.9%
	Public Administration	2.4%	2.2%	1.9%
Vehicles per HH	No Vehicles	4.1%	3.9%	3.4%
	1 Vehicle	34.4%	33.2%	30.0%
	2 Vehicles	45.7%	46.6%	46.3%
	3 or more vehicles	15.8%	16.3%	20.4%
	Average Number of Vehicles	1.78	1.81	1.92
Change	Births (last 12 months)	102	467	894
	Deaths (last 12 months)	86	394	763
	Migration (last 12 months)	40	208	680
Work place	Workplace Establishments	274	1,116	2,196
	Workplace Employees (FTE)	2,632	11,074	28,256