

# Extended Demographic Report - PopStats

2020 Census, 2024 Estimates & 2029 Projections

Calculated using TAS Retrieval

May 12, 2025



Latitude: 40.135791 Longitude: -75.543935

Shoppes at Valley Forge Phoenixville, PA		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
<b>Population</b>	Current Year Estimated Population	31,820	67,832	326,942
	Population Est 23Q1	31,880	67,893	325,893
	Population Est 22Q4	31,970	67,984	325,364
	Population Est 22Q3	31,825	67,530	324,126
	Population Est 22Q2	31,623	67,299	323,586
	Population Est 22Q1	31,590	67,195	323,299
	Population Est 21Q4	31,549	66,984	322,820
	Population Est 21Q3	30,868	65,955	320,935
	Population Est 21Q2	30,716	65,701	319,877
	Population Fcst	33,350	70,583	344,867
	2010 Census Population	27,126	58,651	282,897
	2000 Census Population	24,129	49,859	243,089
	1990 Census Population	23,217	44,130	207,114
	Current Year Daytime Population	28,102	54,691	419,700
	Average Seasonal Population	97	345	2,531
	Historical Annual Growth, 1990 – 2000	0.39%	1.23%	1.61%
	Historical Annual Growth, 2000 – 2010	1.18%	1.64%	1.53%
	Estimated Annual Growth, 2010 – CY	1.13%	1.03%	1.02%
	Projected Annual Growth, CY to Y5	0.94%	0.80%	1.07%
	Group Qtrs Est	128	736	7,749
Transient Est Average Last 4 Qtrs	0	0	19,308	
<b>Households</b>	Current Year Estimated Households	13,799	27,643	126,028
	Households Est 23Q1	13,816	27,655	125,586
	Households Est 22Q4	13,850	27,692	125,389
	Households Est 22Q3	13,785	27,500	124,944
	Households Est 22Q2	13,696	27,401	124,720
	Households Est 22Q1	13,684	27,361	124,624
	Households Est 21Q4	13,671	27,273	124,433
	Households Est 21Q3	13,363	26,816	123,641
	Households Est 21Q2	13,293	26,707	123,348
	Households Fcst	14,472	28,812	133,203
	2010 Census Households	11,383	23,194	107,376
	2000 Census Households	10,000	19,696	92,753
	1990 Census Households	9,131	16,850	77,192
	Historical Annual Growth, 1990 – 2000	0.91%	1.57%	1.85%
	Historical Annual Growth, 2000 – 2010	1.30%	1.65%	1.47%
	Estimated Annual Growth, 2010 – CY	1.36%	1.24%	1.13%
	Projected Annual Growth, CY to Y5	0.96%	0.83%	1.11%
Population per Household	2.30	2.43	2.53	

This report was produced using data from private and government sources deemed to be reliable and is herein provided without representation or warranty.

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Shoppes at Valley Forge Phoenixville, PA		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
Income	HH Income \$500,000 or more	3.4%	4.1%	4.7%
	HH Income \$250,000 to \$499,999	4.1%	4.9%	5.7%
	HH Income \$200,000 to \$249,999	9.5%	11.4%	13.3%
	HH Income \$175,000 to \$199,999	6.6%	7.2%	7.3%
	HH Income \$150,000 to \$174,999	9.1%	8.1%	8.4%
	HH Income \$100,000 to 149,999	20.7%	19.6%	19.7%
	HH Income \$75,000 to 99,999	13.9%	12.8%	11.4%
	HH Income \$50,000 to 74,999	11.0%	11.5%	11.8%
	HH Income \$35,000 to 49,999	8.4%	7.8%	6.4%
	HH Income \$25,000 to 34,999	4.3%	4.3%	4.3%
	HH Income \$15,000 to 24,999	4.1%	4.1%	3.6%
	HH Income \$0 to 14,999	4.8%	4.3%	3.5%
	Average Household Income	\$132,122	\$149,105	\$160,379
	Median Household Income	\$107,084	\$111,709	\$121,554
	Per Capita Income	\$57,502	\$61,284	\$62,399
	Average Disposable Income	\$101,330	\$106,339	\$112,686
	Median Disposable Income	\$88,413	\$91,810	\$99,885
	Discretionary HH Income Over \$150,000	10.3%	13.1%	15.7%
	Discretionary HH Income \$125,000 to \$149,999	8.2%	9.5%	10.0%
	Discretionary HH Income \$100,000 to \$124,999	12.0%	11.1%	11.6%
	Discretionary HH Income \$75,000 to \$99,999	14.1%	13.8%	14.9%
	Discretionary HH Income \$50,000 to \$74,999	21.2%	18.9%	17.1%
	Discretionary HH Income \$25,000 to \$49,999	19.5%	19.6%	17.8%
	Discretionary HH Income Under \$25,000	14.7%	13.9%	12.8%
	Average Discretionary HH Income	\$75,975	\$79,724	\$84,206
	Median Discretionary HH Income	\$69,051	\$72,120	\$79,371
	Householder White – Count	11,668	23,142	99,728
	Median HH Income	\$107,751	\$112,988	\$121,811
	Average HH Income	\$110,948	\$114,570	\$120,216
	Householder Black or African-American – Count	573	1,044	5,693
	Median HH Income	\$56,825	\$62,956	\$68,514
	Average HH Income	\$87,805	\$86,011	\$87,811
	Householder Hispanic – Count	406	898	4,364
	Median HH Income	\$115,462	\$97,945	\$112,179
	Average HH Income	\$117,746	\$109,769	\$115,162
Householder Asian or Pacific Islander – Count	493	1,321	11,270	
Median HH Income	\$113,510	\$152,819	\$149,395	
Average HH Income	\$113,585	\$136,114	\$138,681	
Householder Other or Pacific Islander – Count	659	1,238	4,973	
Median HH Income	\$101,935	\$94,611	\$99,826	
Average HH Income	\$112,551	\$106,975	\$108,222	

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Shoppes at Valley Forge Phoenixville, PA		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
<b>Gender</b>	Male Population	15,791	33,508	161,342
	Female Population	16,029	34,324	165,600
<b>Total Population by Age</b>	Count of Pop 0 to 4 years	1,971	3,751	16,617
	Count of Pop 0 to 7 years	2,743	5,329	24,214
	Count of Pop 5 - 13	3,231	6,902	33,530
	Count of Pop 14 - 18	1,413	3,339	17,489
	Count of Pop 19 - 22	1,316	3,207	17,367
	Count of Pop 22 - 25	927	2,282	12,624
	Count of Pop 25 - 29	1,797	3,557	17,331
	Count of Pop 30 - 34	2,848	4,762	19,547
	Count of Pop 35 - 39	2,863	5,162	21,767
	Count of Pop 40 - 44	2,368	4,695	21,941
	Count of Pop 45 - 59	5,737	13,163	66,400
	Count of Pop 60 - 74	5,218	11,948	57,368
	Count of Pop 75 - 84	1,608	3,842	18,537
	Count of Pop 85+	522	1,225	6,423
	% of Pop 0 to 4 years	6.2%	5.5%	5.1%
	% of Pop 0 to 7 years	8.6%	7.9%	7.4%
	% of Pop 5 - 13	10.2%	10.2%	10.3%
	% of Pop 14 - 18	4.4%	4.9%	5.3%
	% of Pop 19 - 22	4.1%	4.7%	5.3%
	% of Pop 22 - 25	2.9%	3.4%	3.9%
	% of Pop 25 - 29	5.6%	5.2%	5.3%
	% of Pop 30 - 34	9.0%	7.0%	6.0%
	% of Pop 35 - 39	9.0%	7.6%	6.7%
	% of Pop 40 - 44	7.4%	6.9%	6.7%
	% of Pop 45 - 59	18.0%	19.4%	20.3%
	% of Pop 60 - 74	16.4%	17.6%	17.5%
	% of Pop 75 - 84	5.1%	5.7%	5.7%
	% of Pop 85+	1.6%	1.8%	2.0%
Median Age	39.2	41.0	41.6	
Average Age	40.2	41.2	41.3	
<b>Male Population by Age</b>	% of Pop 0 to 4 years	6.4%	5.7%	5.3%
	% of Pop 5 - 13	10.5%	10.6%	10.6%
	% of Pop 14 - 18	4.5%	5.1%	5.5%
	% of Pop 19 - 22	4.2%	4.9%	5.5%
	% of Pop 22 - 25	3.0%	3.5%	4.0%
	% of Pop 25 - 29	6.0%	5.5%	5.6%
	% of Pop 30 - 34	9.4%	7.2%	6.2%
	% of Pop 35 - 39	9.3%	7.7%	6.7%
	% of Pop 40 - 44	7.5%	7.0%	6.8%
	% of Pop 45 - 59	18.1%	19.3%	20.4%
	% of Pop 75 - 84	4.3%	5.0%	4.9%
	% of Pop 60 - 74	15.8%	17.2%	17.0%
	% of Pop 85+	1.0%	1.2%	1.3%
	Median Age	38.2	39.8	40.3
Average Age	39.2	40.2	40.2	

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	% of Pop 0 to 4 years	6.0%	5.3%	4.9%
	% of Pop 5 - 13	9.8%	9.8%	9.9%
	% of Pop 14 - 18	4.4%	4.8%	5.2%
	% of Pop 19 - 22	4.0%	4.6%	5.1%
	% of Pop 22 - 25	2.8%	3.2%	3.7%
	% of Pop 25 - 29	5.3%	4.9%	5.0%
	% of Pop 30 - 34	8.5%	6.8%	5.7%
	% of Pop 35 - 39	8.7%	7.5%	6.6%
	% of Pop 40 - 44	7.4%	6.9%	6.6%
	% of Pop 45 - 59	18.0%	19.5%	20.3%
	% of Pop 60 - 74	17.0%	18.0%	18.1%
	% of Pop 75 - 84	5.8%	6.3%	6.4%
	% of Pop 85+	2.2%	2.4%	2.6%
	Median Age	40.3	42.2	43.0
Average Age	41.3	42.2	42.4	
Race	Count of White	25,669	55,171	248,920
	Count of Black or African-American	1,833	3,247	18,300
	Count of Asian or Pacific Islander	1,219	3,757	35,576
	Count of Other races	3,100	5,658	24,145
	White	80.7%	81.3%	76.1%
	Black or African American	5.8%	4.8%	5.6%
	Asian	3.8%	5.5%	10.9%
	Other Races	9.7%	8.3%	7.4%
Language Spoken	Speak English at Home	89.8%	89.4%	85.7%
	Speak Spanish at Home	2.1%	2.1%	2.5%
	Speak French or French Creole at Home	0.4%	0.4%	0.5%
	Speak German at Home	0.8%	0.7%	0.6%
	Speak Other Indo-European Languages at Home	2.4%	2.5%	3.9%
	Speak Russian and Other Slavic Languages at Home	0.5%	0.7%	0.6%
	Speak Chinese at Home	0.9%	0.9%	1.6%
	Speak Korean at Home	0.5%	0.3%	0.4%
	Speak Vietnamese at Home	0.9%	0.6%	0.4%
	Speak Other Asian Languages at Home	1.3%	1.9%	2.8%
	Speak Tagalog and Other Pacific Languages at Home	0.0%	0.1%	0.2%
	Speak Other Language at Home	0.3%	0.5%	0.8%
Hispanic	Hispanic Population	2,162	3,801	16,524
	Hispanic Population Percent	6.8%	5.6%	5.1%
	Mexican	25.2%	26.5%	26.2%
	Puerto Rican	30.2%	33.9%	30.8%
	Cuban	4.3%	3.8%	7.3%
	Dominican	0.7%	4.5%	3.0%
	Central American	18.6%	13.4%	8.9%
	South American	9.4%	8.9%	13.0%
	Other Hispanic	11.6%	9.0%	10.9%
	2000 Hispanic Population Percent	2%	2%	2%
	1990 Hispanic Population Percent	1%	1%	1%

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<b>Ancestry</b>	American (percent of total population)	2.7%	2.7%	2.7%
	American	2.5%	2.6%	2.6%
	Native American (ie. Indian/Eskimo)	0.2%	0.1%	0.1%
	Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
	Asian (percent of total population)	3.8%	5.5%	10.8%
	Chinese	0.7%	1.0%	1.8%
	Japanese	0.0%	0.0%	0.1%
	Korean	0.5%	0.4%	0.6%
	South Central Asian (ie. Indian)	1.4%	3.0%	6.5%
	South East Asian (ie. Vietnamese)	1.0%	0.8%	1.6%
	Other Asian	0.3%	0.2%	0.2%
	European (percent of total population)	58.2%	57.9%	51.9%
	British	6.3%	6.6%	6.3%
	Dutch	0.4%	0.7%	0.8%
	French	0.7%	0.8%	0.9%
	German	14.6%	14.7%	12.6%
	Italian	10.3%	10.1%	9.3%
	Polish	4.2%	4.1%	3.6%
	Scandinavian	0.8%	1.1%	1.0%
	Scotch/Irish	14.1%	13.5%	12.5%
Other European (ie. Greek/Russian)	6.8%	6.3%	4.9%	
Middle Eastern	0.9%	0.6%	0.7%	
Other Ancestry	13.7%	13.5%	14.8%	
Unclassified Ancestry	13.9%	14.2%	14.0%	
<b>Education (Age 25+)</b>	Adult Population (25 Years or Older)	22,961	48,352	229,314
	Elementary (0 to 8)	0.7%	0.9%	1.2%
	Some High School (9 to 11)	4.0%	3.7%	3.1%
	High School Graduate (12)	21.3%	21.1%	19.6%
	Some College (13 to 16)	13.5%	13.2%	12.7%
	Associates Degree Only	6.3%	7.0%	6.4%
	Bachelors Degree Only	34.6%	33.7%	33.9%
	Graduate Degree	19.6%	20.3%	23.1%
	% College (4+)	54.2%	54.0%	57.0%
<b>Household Type</b>	Total Households – count	13,799	27,643	126,028
	One Person HHs – count	4,607	8,136	33,248
	Family HHs – count	7,595	16,995	84,496
	Married Couple – count	5,801	13,459	70,260
	w/own children – count	2,338	5,470	31,266
	w/out own children – count	3,464	7,989	38,994
	Male Householder – count	675	1,152	4,252
	Female Householder – count	1,118	2,384	9,984
	Non-Family Households – count	1,597	2,512	8,284
	1 Person Household	33.4%	29.4%	26.4%
	2 Person Household	33.5%	32.9%	32.2%
	3 Person Household	14.3%	15.4%	16.4%
	4 Person Household	12.0%	14.1%	16.0%
	5 Person Household	4.6%	5.6%	6.3%
6 Person Household	1.6%	1.8%	1.9%	
7+ Person Household	0.7%	0.8%	0.9%	
% Households With Children	24.5%	27.6%	31.2%	

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<b>Housing</b>	Total Housing Units	14,501	28,946	132,927
	Owner Occupied Percent	61.9%	67.0%	68.5%
	Renter Occupied Percent	33.2%	28.5%	26.3%
	Vacant Housing Percent	4.8%	4.5%	5.2%
	Total Housing Units (Census 2000)	10,458	20,623	96,854
<b>Home Value (Owner Occupied)</b>	Property Value \$1,000,000 or more	2.5%	6.0%	8.4%
	Property Value \$750,000 to \$999,999	8.3%	12.9%	17.0%
	Property Value \$500,000 to \$749,999	20.9%	24.5%	27.6%
	Property Value \$400,000 to \$499,999	23.4%	18.2%	15.8%
	Property Value \$300,000, to \$399,999	25.5%	18.7%	13.7%
	Property Value \$200,000 to \$299,999	11.6%	10.5%	8.4%
	Property Value \$150,000 to \$199,999	2.7%	2.2%	2.1%
	Property Value \$100,000 to \$149,999	1.4%	1.4%	1.6%
	Property Value \$60,000 to \$99,999	1.0%	0.9%	0.9%
	Property Value \$40,000 to \$59,999	0.2%	0.3%	0.4%
	Property Value \$0 to \$39,999	1.8%	2.5%	1.7%
	Median Home Value	\$425,018	\$474,145	\$549,153
<b>Wealth per Household</b>	\$0 and under - percent	16.7%	16.2%	15.7%
	\$1 to \$4999 - percent	7.7%	7.4%	7.0%
	\$5k to \$9999 - percent	4.3%	4.1%	4.0%
	\$10k to \$24999 - percent	6.2%	6.0%	5.9%
	\$25k to \$49999 - percent	6.7%	6.7%	6.6%
	\$50k to \$99999 - percent	10.1%	10.1%	10.1%
	\$100k to \$249999 - percent	18.2%	18.5%	18.7%
	\$250k to \$499999 - percent	13.8%	14.1%	14.5%
	\$500k+ - percent	16.4%	16.9%	17.6%
	Median HH Wealth	\$92,257	\$97,614	\$106,030
	Avg HH Wealth	\$259,580	\$265,817	\$274,371
<b>Economic Viability</b>	Economic Viability Local	289	289	288
	Economic Viability Indexed	107	107	107
<b>Occupation (Employed Civilians Age 16+)</b>	Employed Civilian Pop 16+ by Occupation	19,070	39,765	181,214
	Managerial/Executive	23.9%	23.9%	25.1%
	Professional Specialty	32.2%	31.4%	32.3%
	Healthcare Support	2.6%	2.2%	1.9%
	Sales	8.4%	9.9%	10.0%
	Office & Administrative Support	9.8%	10.3%	9.6%
	Protective Service	1.1%	1.1%	1.2%
	Food Preperation	3.7%	3.6%	3.6%
	Building Maintenance & Cleaning	2.9%	2.3%	2.1%
	Personal Care	2.9%	2.4%	2.2%
	Farming, Fishing, & Forestry	0.3%	0.3%	0.2%
	Construction	5.2%	5.4%	4.8%
	Production & Transportation	7.1%	7.2%	6.9%
	Percent White Collar Workers	76.8%	77.6%	78.9%
	Percent Blue Collar Workers	23.2%	22.4%	21.1%

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	Agriculture/Mining/Construction	5.0%	5.5%	5.0%
	Manufacturing	13.6%	13.5%	12.5%
	Transportation	3.9%	4.2%	3.8%
	Information	1.7%	2.6%	2.5%
	Wholesale/Retail	13.7%	13.4%	11.9%
	Finance, Insurance, Real Estate	11.3%	11.1%	11.6%
	Professional Services	12.3%	12.5%	14.9%
	Management Services	1.0%	0.7%	0.4%
	Administrative/Waste Services	3.5%	3.2%	3.4%
	Educational Services	20.6%	20.8%	21.8%
	Entertainment Services	6.3%	6.5%	6.4%
	Other Professional Services	4.9%	3.9%	3.8%
	Public Administration	2.2%	2.1%	2.1%
<b>Vehicles per HH</b>	No Vehicles	4.3%	3.9%	4.3%
	1 Vehicle	33.8%	31.7%	30.5%
	2 Vehicles	46.3%	46.2%	45.0%
	3 or more vehicles	15.6%	18.1%	20.2%
	Average Number of Vehicles	1.77	1.86	1.88
<b>Change</b>	Births (last 12 months)	340	672	3,101
	Deaths (last 12 months)	262	584	2,895
	Migration (last 12 months)	140	479	3,260
<b>Work place</b>	Workplace Establishments	902	1,660	11,801
	Workplace Employees (FTE)	8,864	17,873	201,979