

# DEMOGRAPHIC PROFILE EXPANDED

1990 - 2000 Census, 2004 Estimates & 2009 Projections

Calculated using Proportional Block Groups



Lat/Lon: 39.903612/-75.240526

RF5

Penrose Plaza Shopping Cneter	1.00 mi radius		3.00 mi radius		5.00 mi radius	
<b>Population</b>						
Estimated Population (2004)	17,387		143,899		595,054	
Census Population (1990)	19,301		160,802		644,882	
Census Population (2000)	17,980		147,384		608,111	
Projected Population (2009)	16,747		140,201		580,696	
Forecasted Population (2014)	16,055		136,142		565,163	
Historical Annual Growth (1990 to 2000)	-1,321	-0.7%	-13,418	-0.8%	-36,771	-0.6%
Historical Annual Growth (2000 to 2004)	-593	-0.8%	-3,486	-0.6%	-13,057	-0.5%
Projected Annual Growth (2004 to 2009)	-640	-0.7%	-3,697	-0.5%	-14,358	-0.5%
Est. Population Density (2004)	5,537.36 <i>psm</i>		5,497.36 <i>psm</i>		8,574.51 <i>psm</i>	
Trade Area Size	3.14 <i>sq mi</i>		26.18 <i>sq mi</i>		69.40 <i>sq mi</i>	
<b>Households</b>						
Estimated Households (2004)	7,291		55,189		244,359	
Census Households (1990)	7,436		57,181		247,729	
Census Households (2000)	7,175		54,504		239,902	
Projected Households (2009)	7,433		56,065		249,666	
Forecasted Households (2014)	7,570		56,886		254,881	
Households with Children (2004)	2,570	35.3%	21,499	39.0%	77,747	31.8%
Average Household Size (2004)	2.38		2.58		2.36	
<b>Average Household Income</b>						
Est. Average Household Income (2004)	\$42,550		\$42,297		\$43,714	
Proj. Average Household Income (2009)	\$43,961		\$44,101		\$48,493	
Average Family Income (2004)	\$49,121		\$47,461		\$51,381	
<b>Median Household Income</b>						
Est. Median Household Income (2004)	\$35,726		\$36,061		\$35,169	
Proj. Median Household Income (2009)	\$39,076		\$39,555		\$38,583	
Median Family Income (2004)	\$43,321		\$42,008		\$43,895	
<b>Per Capita Income</b>						
Est. Per Capita Income (2004)	\$17,856		\$16,366		\$18,157	
Proj. Per Capita Income (2009)	\$19,526		\$17,805		\$21,091	
Per Capita Income Est. 5 year change	\$1,670	9.4%	\$1,439	8.8%	\$2,933	16.2%
<b>Other Income</b>						
Est. Median Disposable Income (2004)	\$31,523		\$31,518		\$30,714	
Est. Median Disposable Income (2009)	\$34,130		\$34,277		\$33,358	
Disposable Income Est. 5 year change	\$2,607	8.3%	\$2,759	8.8%	\$2,644	8.6%
Est. Median Household Net Worth (2004)	\$36,031		\$35,585		\$33,905	
<b>Daytime Demos</b>						
Total Number of Businesses (2004)	384		3,332		18,705	
Total Number of Employees (2004)	5,276		36,371		194,374	
Company Headqtrs: Businesses (2004)	0	0	2	0.1%	52	0.3%
Company Headqtrs: Employees (2004)	-	-	44	0.1%	12,905	6.6%
Unemployment Rate (2004)	5.80%		6.10%		5.70%	
Employee Population per Business	13.7 to 1		10.9 to 1		10.4 to 1	
Residential Population per Business	45.3 to 1		43.2 to 1		31.8 to 1	

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Penrose Plaza Shopping Cnter	1.00 mi radius		3.00 mi radius		5.00 mi radius	
<b>Race &amp; Ethnicity</b>						
White (2004)	6,618	38.1%	56,778	39.5%	288,450	48.5%
Black or African American (2004)	9,750	56.1%	79,191	55.0%	255,637	43.0%
American Indian & Alaska Native (2004)	31	0.2%	254	0.2%	1,200	0.2%
Asian (2004)	454	2.6%	4,406	3.1%	33,968	5.7%
Hawaiian & Pacific Islander (2004)	2	0.0%	38	0.0%	251	0.0%
Other Race (2004)	125	0.7%	746	0.5%	4,647	0.8%
Two or More Races (2004)	407	2.3%	2,487	1.7%	10,901	1.8%
Not Hispanic or Latino Population (2004)	16,984	97.7%	141,339	98.2%	580,040	97.5%
Hispanic or Latino Population (2004)	404	2.3%	2,560	1.8%	15,013	2.5%
Not of Hispanic Origin Population (1990)	19,093	98.9%	159,194	99.0%	635,975	98.6%
Hispanic Origin Population (1990)	208	1.1%	1,608	1.0%	8,906	1.4%
Not Hispanic or Latino Population (2000)	17,662	98.2%	145,287	98.6%	595,568	97.9%
Hispanic or Latino Population (2000)	319	1.8%	2,097	1.4%	12,542	2.1%
Not Hispanic or Latino Population (2009)	16,160	96.5%	136,688	97.5%	560,921	96.6%
Hispanic or Latino Population (2009)	587	3.5%	3,514	2.5%	19,775	3.4%
Hist. Hispanic Ann Growth (1990 to 2004)	195	6.7%	952	4.2%	6,107	4.9%
Proj. Hispanic Ann Growth (2004 to 2009)	183	9.1%	954	7.4%	4,762	6.3%
<b>Age Distribution</b>						
Age 0 to 4 yrs (2004)	1,207	6.9%	10,640	7.4%	38,462	6.5%
Age 5 to 9 yrs (2004)	1,209	7.0%	11,292	7.8%	39,538	6.6%
Age 10 to 14 yrs (2004)	1,329	7.6%	11,935	8.3%	42,661	7.2%
Age 15 to 19 yrs (2004)	1,165	6.7%	10,188	7.1%	44,239	7.4%
Age 20 to 24 yrs (2004)	1,051	6.0%	9,132	6.3%	47,333	8.0%
Age 25 to 29 yrs (2004)	1,164	6.7%	9,022	6.3%	42,164	7.1%
Age 30 to 34 yrs (2004)	1,226	7.0%	9,745	6.8%	41,554	7.0%
Age 35 to 39 yrs (2004)	1,256	7.2%	10,336	7.2%	42,149	7.1%
Age 40 to 44 yrs (2004)	1,263	7.3%	10,811	7.5%	43,822	7.4%
Age 45 to 49 yrs (2004)	1,287	7.4%	10,104	7.0%	41,028	6.9%
Age 50 to 54 yrs (2004)	1,241	7.1%	9,211	6.4%	36,201	6.1%
Age 55 to 59 yrs (2004)	1,015	5.8%	7,735	5.4%	29,959	5.0%
Age 60 to 64 yrs (2004)	772	4.4%	6,019	4.2%	24,343	4.1%
Age 65 to 74 yrs (2004)	1,189	6.8%	8,995	6.3%	39,642	6.7%
Age 75 to 84 yrs (2004)	761	4.4%	6,261	4.4%	30,194	5.1%
Age 85 yrs plus (2004)	252	1.4%	2,473	1.7%	11,766	2.0%
Median Age (2004)	35.6	yrs	34.3	yrs	34.9	yrs
<b>Gender Age Distribution</b>						
Female Population (2004)	9,378	53.9%	77,468	53.8%	316,325	53.2%
Age 0 to 19 yrs (2004)	2,433	26.0%	21,572	27.8%	80,952	25.6%
Age 20 to 64 yrs (2004)	5,623	60.0%	44,999	58.1%	184,986	58.5%
Age 65 yrs plus (2004)	1,321	14.1%	10,897	14.1%	50,387	15.9%
Female Median Age (2004)	37.4	yrs	36.5	yrs	36.9	yrs
Male Population (2004)	8,010	46.1%	66,431	46.2%	278,729	46.8%
Age 0 to 19 yrs (2004)	2,476	30.9%	22,484	33.8%	83,948	30.1%
Age 20 to 64 yrs (2004)	4,652	58.1%	37,115	55.9%	163,566	58.7%
Age 65 yrs plus (2004)	881	11.0%	6,832	10.3%	31,215	11.2%
Male Median Age (2004)	33.2	yrs	31.5	yrs	32.6	yrs

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<b>Household Income Distribution</b>						
HH Income \$200,000 or More (2004)	60	0.8%	485	0.9%	3,280	1.3%
HH Income \$150,000 to \$199,999 (2004)	47	0.6%	280	0.5%	1,999	0.8%
HH Income \$100,000 to \$149,999 (2004)	417	5.7%	2,795	5.1%	13,324	5.5%
HH Income \$75,000 to \$99,999 (2004)	632	8.7%	4,836	8.8%	21,194	8.7%
HH Income \$50,000 to \$74,999 (2004)	1,424	19.5%	10,435	18.9%	40,650	16.6%
HH Income \$35,000 to \$49,999 (2004)	1,102	15.1%	9,051	16.4%	37,518	15.4%
HH Income \$25,000 to \$34,999 (2004)	977	13.4%	7,353	13.3%	31,517	12.9%
HH Income \$15,000 to \$24,999 (2004)	989	13.6%	7,593	13.8%	34,589	14.2%
HH Income \$0 to \$14,999 (2004)	1,644	22.5%	12,361	22.4%	60,289	24.7%
HH Income \$35,000+ (2004)	3,682	50.5%	27,883	50.5%	117,965	48.3%
HH Income \$75,000+ (2004)	1,156	15.9%	8,396	15.2%	39,797	16.3%
<b>Housing</b>						
Total Housing Units (2004)	7,823		61,859		273,642	
Housing Units, Occupied (2004)	7,291	93.2%	55,189	89.2%	244,359	89.3%
<i>Housing Units, Owner-Occupied (2004)</i>	4,738	55.0%	35,730	54.7%	143,740	58.8%
<i>Housing Units, Renter-Occupied (2004)</i>	2,553	35.0%	19,460	35.3%	100,619	41.2%
Housing Units, Vacant (2004)	532	6.8%	6,670	10.8%	29,284	10.7%
Median Years in Residence (2004)	6.5	<i>yrs</i>	6.3	<i>yrs</i>	6.0	<i>yrs</i>
<b>Marital Status</b>						
Never Married (2004)	4,860	35.6%	41,614	37.8%	189,980	40.0%
Now Married (2004)	5,051	37.0%	39,514	35.9%	162,159	34.2%
Separated (2004)	954	7.0%	8,355	7.6%	38,667	8.2%
Widowed (2004)	1,402	10.3%	10,394	9.4%	40,351	8.5%
Divorced (2004)	1,375	10.1%	10,154	9.2%	43,235	9.1%
<b>Household Type</b>						
Population Family (2004)	14,046	80.8%	116,767	81.1%	442,983	74.4%
Population Non-Family (2004)	3,306	19.0%	25,474	17.7%	134,030	22.5%
Population Group Qtrs (2004)	36	0.2%	1,658	1.2%	18,040	3.0%
Family Households (2004)	4,642	63.7%	36,373	65.9%	141,664	58.0%
Married Couple With Children (2004)	1,165	23.1%	9,650	24.4%	36,990	22.8%
Average Family Household Size (2004)	3.03		3.21		3.13	
Non-Family Households (2004)	2,649	36.3%	18,816	34.1%	102,694	42.0%
<b>Household Size</b>						
1 Person Household (2004)	1,502	20.6%	12,722	23.1%	62,992	25.8%
2 Person Households (2004)	2,439	33.4%	16,074	29.1%	75,678	31.0%
3 Person Households (2004)	1,443	19.8%	10,550	19.1%	43,231	17.7%
4 Person Households (2004)	1,045	14.3%	7,989	14.5%	32,388	13.3%
5 Person Households (2004)	515	7.1%	4,503	8.2%	17,537	7.2%
6+ Person Households (2004)	347	4.8%	3,352	6.1%	12,533	5.1%
<b>Household Vehicles</b>						
Total Vehicles Available (2004)	7,473		59,788		236,757	
Household: 0 Vehicles Available (2004)	2,052	28.1%	16,219	29.4%	86,851	35.5%
Household: 1 Vehicles Available (2004)	3,463	47.5%	23,429	42.5%	98,034	40.1%
Household: 2+ Vehicles Available (2004)	1,776	24.4%	15,541	28.2%	59,474	24.3%
Average Vehicles Per Household (2004)	1.0		1.1		1.0	

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<b>Labor Force</b>						
Est. Labor: Population Age 16+ (2004)	13,409		107,965		466,056	
Est. Civilian Employed (2004)	7,342	54.8%	57,058	52.8%	243,007	52.1%
Est. Civilian Unemployed (2004)	784	5.8%	6,590	6.1%	26,671	5.7%
Est. in Armed Forces (2004)	13	0.1%	63	0.1%	163	0.0%
Est. not in Labor Force (2004)	5,271	39.3%	44,255	41.0%	196,216	42.1%
<b>Occupation</b>						
Occupation: Population Age 16+ (2000)	7,365		55,992		242,056	
Mgmt, Business, & Financial Operations (2000)	778	10.6%	5,329	9.5%	26,009	10.7%
Professional and Related (2000)	1,151	15.6%	9,137	16.3%	51,680	21.4%
Service (2000)	1,468	19.9%	10,971	19.6%	43,266	17.9%
Sales and Office (2000)	2,461	33.4%	18,616	33.2%	74,950	31.0%
Farming, Fishing, and Forestry (2000)	1	0.0%	31	0.1%	226	0.1%
Construct, Extraction, & Maintenance (2000)	644	8.7%	4,667	8.3%	18,123	7.5%
Production, Transp. & Material Moving (2000)	861	11.7%	7,240	12.9%	27,802	11.5%
Percent White Collar Workers (2000)		59.6%		59.1%		63.1%
Percent Blue Collar Workers (2000)		40.4%		40.9%		36.9%
<b>Consumer Expenditure (in \$,000,000s)</b>						
Total Household Expenditure (2004)	\$284		\$2,137		\$9,584	
Total Non-Retail Expenditures (2004)	\$165	58.0%	\$1,241	58.1%	\$5,552	57.9%
Total Retail Expenditures (2004)	\$119	42.0%	\$896	41.9%	\$4,032	42.1%
Apparel (2004)	\$16	5.6%	\$119	5.6%	\$533	5.6%
Contributions (2004)	\$8	2.8%	\$60	2.8%	\$269	2.8%
Education (2004)	\$5	1.9%	\$40	1.8%	\$178	1.9%
Entertainment (2004)	\$15	5.2%	\$111	5.2%	\$495	5.2%
Food And Beverages (2004)	\$47	16.6%	\$354	16.6%	\$1,585	16.5%
Furnishings And Equipment (2004)	\$11	4.0%	\$84	4.0%	\$379	4.0%
Gifts (2004)	\$9	3.1%	\$65	3.0%	\$293	3.1%
Health Care (2004)	\$19	6.5%	\$140	6.5%	\$628	6.5%
Household Operations (2004)	\$9	3.2%	\$68	3.2%	\$305	3.2%
Miscellaneous Expenses (2004)	\$3	1.2%	\$25	1.2%	\$112	1.2%
Personal Care (2004)	\$5	1.7%	\$37	1.7%	\$164	1.7%
Personal Insurance (2004)	\$3	1.1%	\$24	1.1%	\$108	1.1%
Reading (2004)	\$2	0.5%	\$12	0.5%	\$52	0.5%
Shelter (2004)	\$48	16.8%	\$360	16.9%	\$1,636	17.1%
Tobacco (2004)	\$3	0.9%	\$20	0.9%	\$88	0.9%
Transportation (2004)	\$59	20.7%	\$443	20.7%	\$1,979	20.6%
Utilities (2004)	\$23	8.2%	\$176	8.2%	\$780	8.1%
<b>Educational Attainment</b>						
Adult Population (25 Years or Older) (2004)	11,426		90,712		382,821	
Elementary (0 to 8) (2004)	564	4.9%	4,681	5.2%	23,516	6.1%
Some High School (9 to 11) (2004)	2,271	19.9%	17,911	19.7%	72,720	19.0%
High School Graduate (12) (2004)	4,406	38.6%	36,196	39.9%	135,730	35.5%
Some College (13 to 16) (2004)	2,129	18.6%	16,152	17.8%	63,543	16.6%
Associate Degree Only (2004)	533	4.7%	5,047	5.6%	19,051	5.0%
Bachelor Degree Only (2004)	979	8.6%	7,087	7.8%	40,568	10.6%
Graduate Degree (2004)	544	4.8%	3,638	4.0%	27,693	7.2%

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<b>Units In Structure</b>						
1 Detached Unit (2000)	521	6.8%	7,552	12.3%	36,313	13.5%
1 Attached Unit (2000)	5,321	69.1%	39,995	65.4%	150,115	55.8%
2 to 4 Units (2000)	1,484	19.3%	7,669	12.5%	39,378	14.6%
5 to 9 Units (2000)	63	0.8%	2,118	3.5%	11,796	4.4%
10 to 19 Units (2000)	132	1.7%	1,086	1.8%	5,793	2.2%
20 to 49 Units (2000)	99	1.3%	1,031	1.7%	7,956	3.0%
50 or more Units (2000)	79	1.0%	1,616	2.6%	17,071	6.3%
Mobile Home or Trailer (2000)	3	0.0%	81	0.1%	533	0.2%
Other Structure (2000)	0		13	0.0%	68	0.0%
<b>Homes Built By Year</b>						
Homes Built 1999 to 2000	0		191	0.3%	834	0.3%
Homes Built 1995 to 1998	74	1.0%	325	0.5%	2,139	0.8%
Homes Built 1990 to 1994	26	0.3%	447	0.7%	2,222	0.8%
Homes Built 1980 to 1989	383	5.0%	1,422	2.3%	6,543	2.4%
Homes Built 1970 to 1979	1,840	23.9%	5,208	8.5%	16,053	6.0%
Homes Built 1960 to 1969	1,591	20.7%	7,391	12.1%	24,510	9.1%
Homes Built 1950 to 1959	1,402	18.2%	13,088	21.4%	45,316	16.8%
Homes Built Before 1949	2,387	31.0%	33,090	54.1%	171,405	63.7%
<b>Home Values</b>						
Home Values \$1,000,000 or More (2000)	7	0.2%	21	0.1%	96	0.1%
Home Values \$500,000 to \$999,999 (2000)	0		45	0.1%	303	0.2%
Home Values \$400,000 to \$499,999 (2000)	0		33	0.1%	146	0.1%
Home Values \$300,000 to \$399,999 (2000)	4	0.1%	30	0.1%	406	0.3%
Home Values \$200,000 to \$299,999 (2000)	0		92	0.3%	1,646	1.3%
Home Values \$150,000 to \$199,999 (2000)	33	0.7%	499	1.5%	6,024	4.6%
Home Values \$100,000 to \$149,999 (2000)	275	6.1%	3,029	9.1%	18,924	14.5%
Home Values \$70,000 to \$99,999 (2000)	1,688	37.4%	9,502	28.4%	32,051	24.5%
Home Values \$50,000 to \$69,999 (2000)	1,067	23.6%	7,491	22.4%	24,163	18.5%
Home Values \$25,000 to \$49,999 (2000)	1,274	28.2%	10,043	30.0%	34,694	26.5%
Home Values \$0 to \$24,999 (2000)	167	3.7%	2,643	7.9%	12,342	9.4%
Owner Occupied Median Home Value (2000)	\$66,043		\$62,808		\$72,169	
Renter Occupied Median Rent (2000)	\$478		\$436		\$453	
<b>Transportation To Work</b>						
Drive to Work Alone (2000)	4,146	55.1%	32,926	57.3%	125,404	51.0%
Drive to Work in Carpool (2000)	1,533	20.4%	8,136	14.2%	29,470	12.0%
Travel to Work - Public Transportation (2000)	1,545	20.5%	13,195	23.0%	57,164	23.2%
Drive to Work on Motorcycle (2000)	3	0.0%	35	0.1%	219	0.1%
Walk or Bicycle to Work (2000)	239	3.2%	2,219	3.9%	27,459	11.2%
Other Means (2000)	29	0.4%	262	0.5%	1,486	0.6%
Work at Home (2000)	29	0.4%	705	1.2%	4,734	1.9%
<b>Travel Time</b>						
Travel to Work in 14 Minutes or Less (2000)	1,338	17.9%	9,465	16.7%	47,746	19.8%
Travel to Work in 14 to 29 Minutes (2000)	2,383	31.8%	17,776	31.3%	80,264	33.3%
Travel to Work in 30 to 59 Minutes (2000)	2,964	39.6%	22,300	39.3%	87,263	36.2%
Travel to Work in 60 Minutes or More (2000)	809	10.8%	7,232	12.7%	25,928	10.7%
Average Travel Time to Work (2000)	30.3	mins	31.4	mins	28.9	mins

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