



# Demographic and Income Profile

Wynnewood Retail

312 Lancaster Avenue  
312 E Lancaster Ave  
Ardmore, PA 19003

Latitude: 40.002173  
Longitude: -75.279331  
Radius: 1.0 mile

Site Type: Radius

Summary	2000	2008	2013
Population	16,949	16,977	17,047
Households	7,463	7,526	7,587
Families	4,424	4,275	4,197
Average Household Size	2.24	2.23	2.22
Owner Occupied HUs	4,781	4,755	4,698
Renter Occupied HUs	2,682	2,771	2,889
Median Age	40.2	41.7	43.0

Trends: 2008-2013 Annual Rate	Area	State	National
Population	0.08%	0.32%	1.23%
Households	0.16%	0.42%	1.26%
Families	-0.37%	0.09%	1.05%
Owner HHs	-0.24%	0.24%	1.07%
Median Household Income	3.82%	3.45%	3.19%

Households by Income	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	631	8.4%	406	5.4%	289	3.8%
\$15,000 - \$24,999	542	7.2%	347	4.6%	238	3.1%
\$25,000 - \$34,999	658	8.8%	409	5.4%	219	2.9%
\$35,000 - \$49,999	944	12.6%	745	9.9%	486	6.4%
\$50,000 - \$74,999	1,198	16.0%	1,266	16.8%	1,222	16.1%
\$75,000 - \$99,999	1,010	13.5%	841	11.2%	1,044	13.8%
\$100,000 - \$149,999	1,036	13.8%	1,451	19.3%	1,471	19.4%
\$150,000 - \$199,000	574	7.7%	607	8.1%	694	9.1%
\$200,000+	898	12.0%	1,457	19.4%	1,924	25.4%
Median Household Income	\$69,747		\$91,214		\$109,993	
Average Household Income	\$103,232		\$140,698		\$186,010	
Per Capita Income	\$44,952		\$61,295		\$81,212	

Population by Age	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	894	5.3%	849	5.0%	889	5.2%
5 - 9	987	5.8%	867	5.1%	790	4.6%
10 - 14	1,182	7.0%	1,031	6.1%	927	5.4%
15 - 19	893	5.3%	1,033	6.1%	919	5.4%
20 - 24	768	4.5%	1,108	6.5%	1,133	6.6%
25 - 34	2,485	14.7%	1,983	11.7%	2,255	13.2%
35 - 44	2,465	14.5%	2,409	14.2%	2,123	12.5%
45 - 54	2,767	16.3%	2,561	15.1%	2,608	15.3%
55 - 64	1,613	9.5%	2,328	13.7%	2,463	14.4%
65 - 74	1,328	7.8%	1,217	7.2%	1,397	8.2%
75 - 84	1,150	6.8%	1,017	6.0%	920	5.4%
85+	414	2.4%	573	3.4%	621	3.6%

Race and Ethnicity	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
White Alone	15,045	88.8%	14,495	85.4%	14,145	83.0%
Black Alone	1,050	6.2%	1,303	7.7%	1,464	8.6%
American Indian Alone	17	0.1%	20	0.1%	21	0.1%
Asian Alone	478	2.8%	728	4.3%	936	5.5%
Pacific Islander Alone	17	0.1%	21	0.1%	24	0.1%
Some Other Race Alone	89	0.5%	114	0.7%	133	0.8%
Two or More Races	253	1.5%	296	1.7%	324	1.9%
Hispanic Origin (Any Race)	321	1.9%	427	2.5%	504	3.0%

Data Note: Income is expressed in current dollars.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



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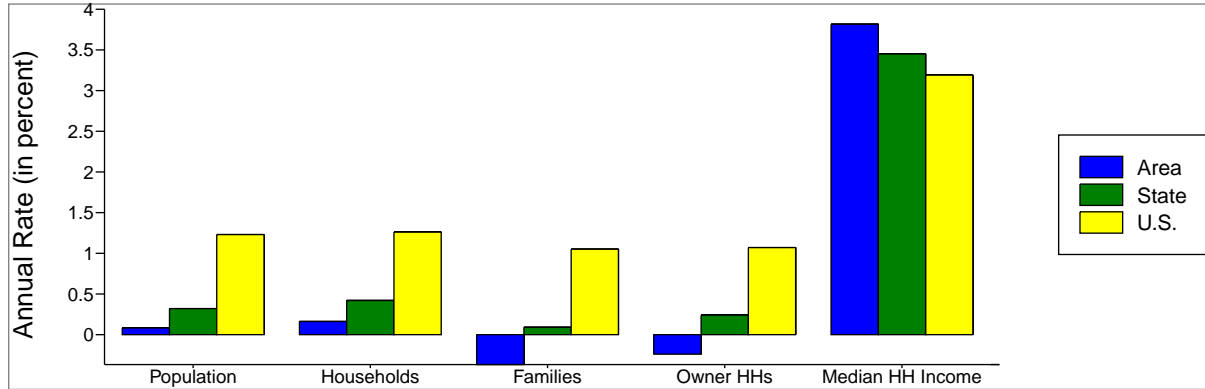
Wynnewood Retail

312 Lancaster Avenue  
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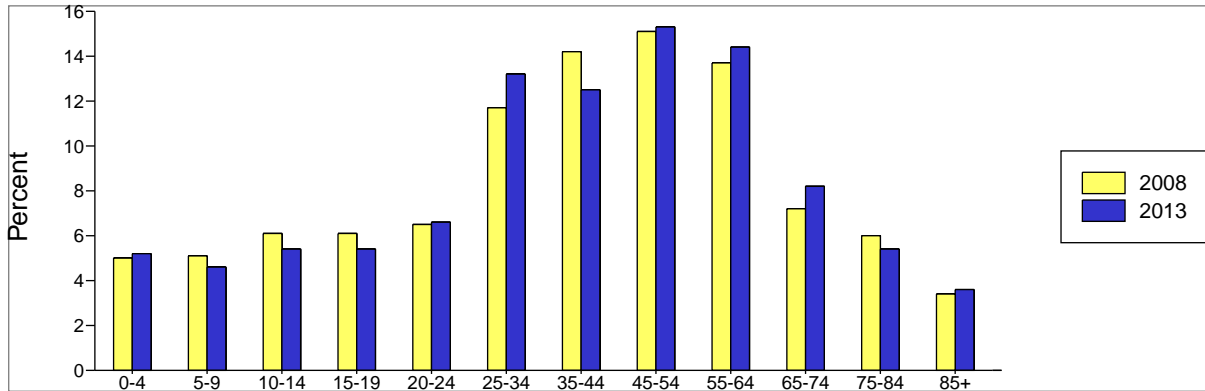
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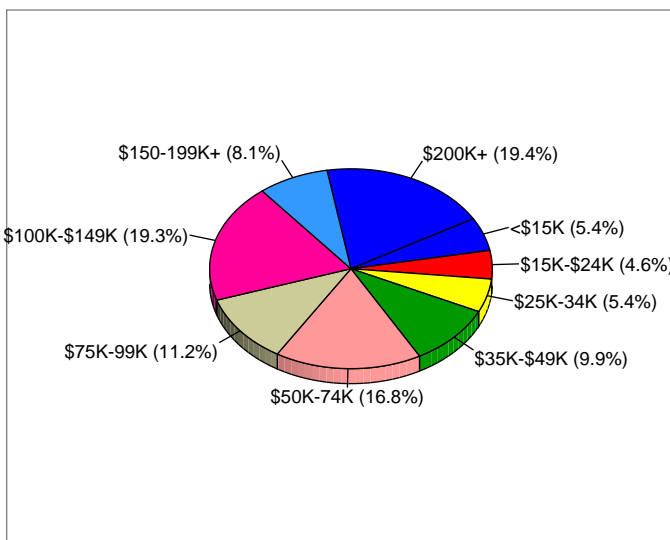
Trends 2008-2013



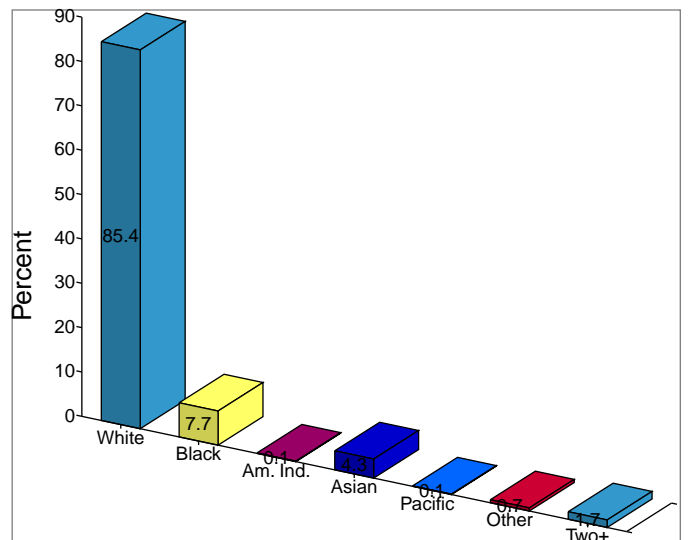
Population by Age



2008 Household Income



2008 Population by Race



2008 Percent Hispanic Origin: 2.5%



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Latitude: 40.002173  
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Radius: 3.0 mile

Summary	2000	2008	2013
Population	163,311	161,195	160,024
Households	62,399	61,900	61,675
Families	40,767	39,103	38,116
Average Household Size	2.51	2.49	2.48
Owner Occupied HUs	45,296	44,630	43,877
Renter Occupied HUs	17,103	17,270	17,798
Median Age	37.2	39.0	40.3

Trends: 2008-2013 Annual Rate	Area	State	National
Population	-0.15%	0.32%	1.23%
Households	-0.07%	0.42%	1.26%
Families	-0.51%	0.09%	1.05%
Owner HHs	-0.34%	0.24%	1.07%
Median Household Income	3.02%	3.45%	3.19%

Households by Income	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	8,159	13.1%	5,616	9.1%	4,557	7.4%
\$15,000 - \$24,999	5,720	9.2%	4,090	6.6%	3,055	5.0%
\$25,000 - \$34,999	6,709	10.7%	4,344	7.0%	3,156	5.1%
\$35,000 - \$49,999	8,466	13.5%	7,283	11.8%	5,780	9.4%
\$50,000 - \$74,999	11,659	18.7%	11,397	18.4%	11,121	18.0%
\$75,000 - \$99,999	7,401	11.8%	8,497	13.7%	9,470	15.4%
\$100,000 - \$149,999	7,015	11.2%	9,895	16.0%	10,858	17.6%
\$150,000 - \$199,000	2,846	4.6%	3,778	6.1%	4,232	6.9%
\$200,000+	4,537	7.3%	7,001	11.3%	9,447	15.3%
Median Household Income	\$53,849		\$70,457		\$81,753	
Average Household Income	\$81,181		\$106,420		\$132,382	
Per Capita Income	\$31,377		\$41,397		\$51,609	

Population by Age	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	9,722	6.0%	9,194	5.7%	9,167	5.7%
5 - 9	10,924	6.7%	9,634	6.0%	8,933	5.6%
10 - 14	11,770	7.2%	10,801	6.7%	9,791	6.1%
15 - 19	12,233	7.5%	12,985	8.1%	12,245	7.7%
20 - 24	11,291	6.9%	12,289	7.6%	12,751	8.0%
25 - 34	20,444	12.5%	17,373	10.8%	18,028	11.3%
35 - 44	24,465	15.0%	21,972	13.6%	18,995	11.9%
45 - 54	22,686	13.9%	23,894	14.8%	24,056	15.0%
55 - 64	14,428	8.8%	18,534	11.5%	20,981	13.1%
65 - 74	12,470	7.6%	10,935	6.8%	11,850	7.4%
75 - 84	9,465	5.8%	8,967	5.6%	8,163	5.1%
85+	3,415	2.1%	4,617	2.9%	5,062	3.2%

Race and Ethnicity	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
White Alone	111,200	68.1%	103,106	64.0%	98,769	61.7%
Black Alone	43,348	26.5%	46,932	29.1%	48,125	30.1%
American Indian Alone	250	0.2%	264	0.2%	271	0.2%
Asian Alone	5,187	3.2%	7,321	4.5%	9,087	5.7%
Pacific Islander Alone	52	0.0%	58	0.0%	65	0.0%
Some Other Race Alone	837	0.5%	979	0.6%	1,091	0.7%
Two or More Races	2,436	1.5%	2,536	1.6%	2,616	1.6%
Hispanic Origin (Any Race)	2,577	1.6%	3,158	2.0%	3,553	2.2%

Data Note: Income is expressed in current dollars.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



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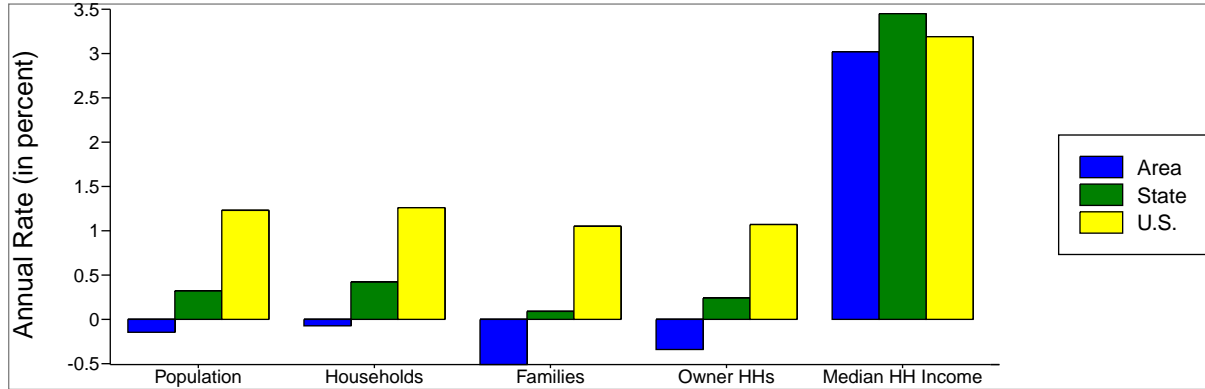
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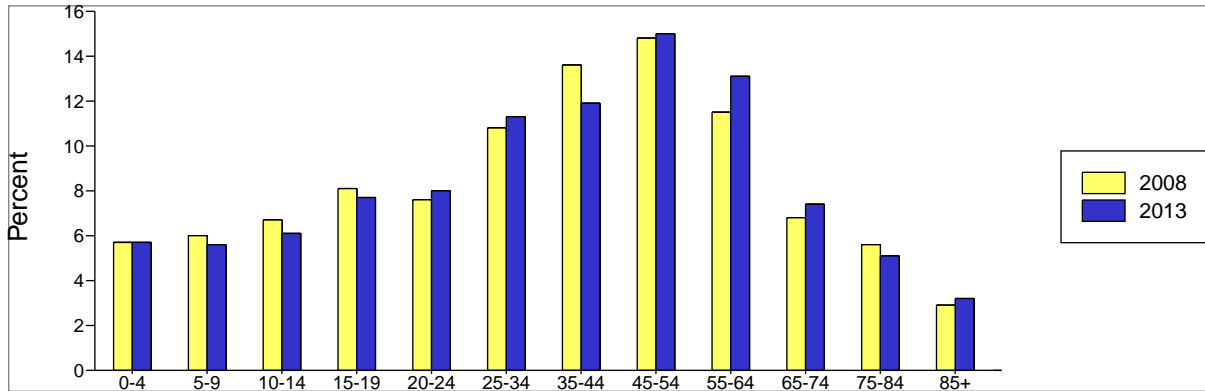
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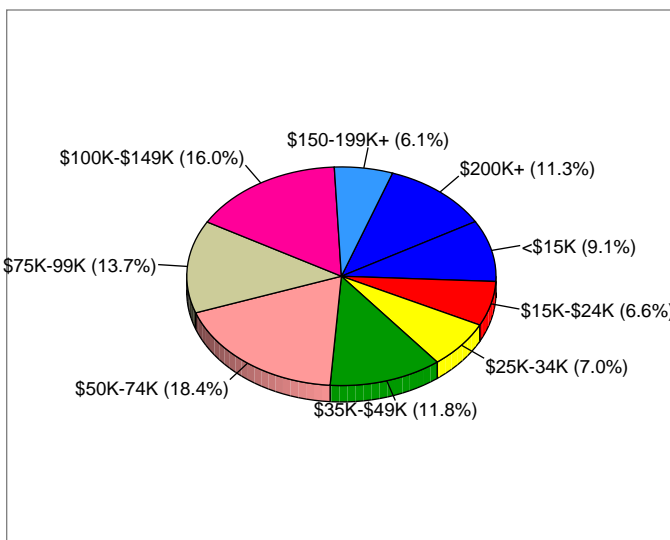
Trends 2008-2013



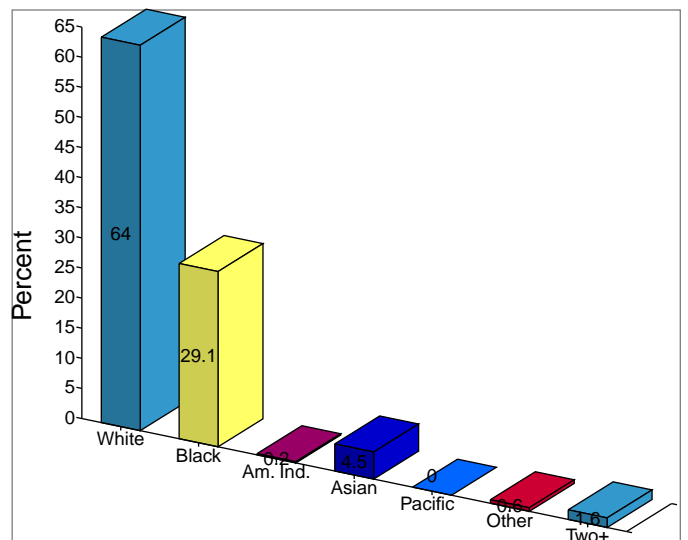
Population by Age



2008 Household Income



2008 Population by Race



2008 Percent Hispanic Origin: 2.0%



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Site Type: Radius

Latitude: 40.002173  
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Radius: 5.0 mile

Summary	2000	2008	2013
Population	473,737	462,126	455,842
Households	184,888	181,329	179,430
Families	113,709	107,884	104,423
Average Household Size	2.46	2.44	2.43
Owner Occupied HUs	119,485	116,801	113,909
Renter Occupied HUs	65,403	64,528	65,521
Median Age	36.4	38.0	39.2

Trends: 2008-2013 Annual Rate	Area	State	National
Population	-0.27%	0.32%	1.23%
Households	-0.21%	0.42%	1.26%
Families	-0.65%	0.09%	1.05%
Owner HHs	-0.5%	0.24%	1.07%
Median Household Income	3.59%	3.45%	3.19%

Households by Income	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	35,337	19.1%	25,544	14.1%	21,346	11.9%
\$15,000 - \$24,999	22,354	12.1%	17,093	9.4%	13,395	7.5%
\$25,000 - \$34,999	22,583	12.2%	15,911	8.8%	12,807	7.1%
\$35,000 - \$49,999	26,965	14.6%	24,272	13.4%	20,574	11.5%
\$50,000 - \$74,999	32,185	17.4%	33,384	18.4%	33,747	18.8%
\$75,000 - \$99,999	18,047	9.8%	23,925	13.2%	26,005	14.5%
\$100,000 - \$149,999	14,597	7.9%	22,013	12.1%	27,398	15.3%
\$150,000 - \$199,000	5,013	2.7%	7,178	4.0%	8,126	4.5%
\$200,000+	7,768	4.2%	12,009	6.6%	16,032	8.9%
Median Household Income	\$40,994		\$55,241		\$65,906	
Average Household Income	\$62,466		\$80,930		\$97,896	
Per Capita Income	\$24,793		\$32,313		\$39,171	

Population by Age	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	28,843	6.1%	27,652	6.0%	27,410	6.0%
5 - 9	32,524	6.9%	27,857	6.0%	26,421	5.8%
10 - 14	33,970	7.2%	30,590	6.6%	27,599	6.1%
15 - 19	34,087	7.2%	36,314	7.9%	33,458	7.3%
20 - 24	33,188	7.0%	34,540	7.5%	36,399	8.0%
25 - 34	64,228	13.6%	56,052	12.1%	55,621	12.2%
35 - 44	71,344	15.1%	62,479	13.5%	55,030	12.1%
45 - 54	61,083	12.9%	66,874	14.5%	65,948	14.5%
55 - 64	39,721	8.4%	49,627	10.7%	57,276	12.6%
65 - 74	36,193	7.6%	30,623	6.6%	32,730	7.2%
75 - 84	27,781	5.9%	25,645	5.5%	23,041	5.1%
85+	10,778	2.3%	13,874	3.0%	14,909	3.3%

Race and Ethnicity	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
White Alone	265,134	56.0%	243,788	52.8%	231,129	50.7%
Black Alone	179,894	38.0%	182,607	39.5%	183,598	40.3%
American Indian Alone	846	0.2%	873	0.2%	892	0.2%
Asian Alone	17,838	3.8%	24,373	5.3%	29,360	6.4%
Pacific Islander Alone	154	0.0%	167	0.0%	181	0.0%
Some Other Race Alone	2,334	0.5%	2,700	0.6%	2,989	0.7%
Two or More Races	7,538	1.6%	7,617	1.6%	7,693	1.7%
Hispanic Origin (Any Race)	7,186	1.5%	8,583	1.9%	9,514	2.1%

Data Note: Income is expressed in current dollars.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



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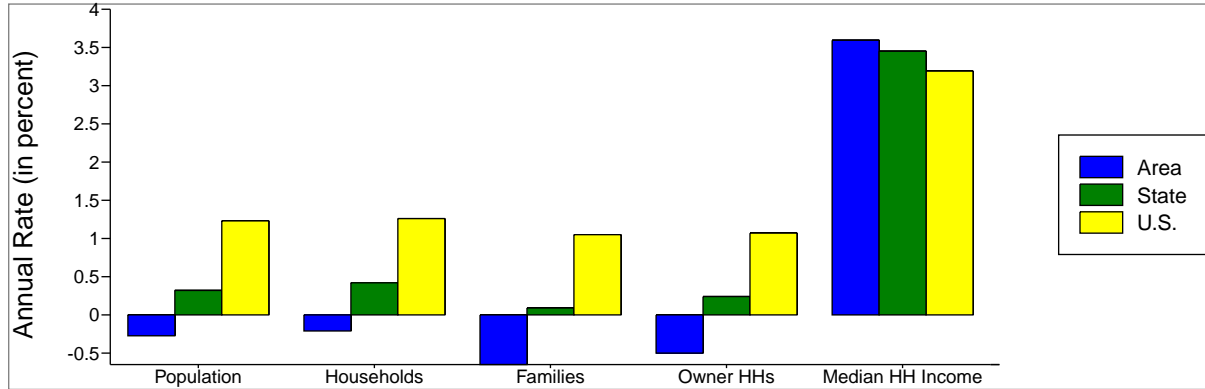
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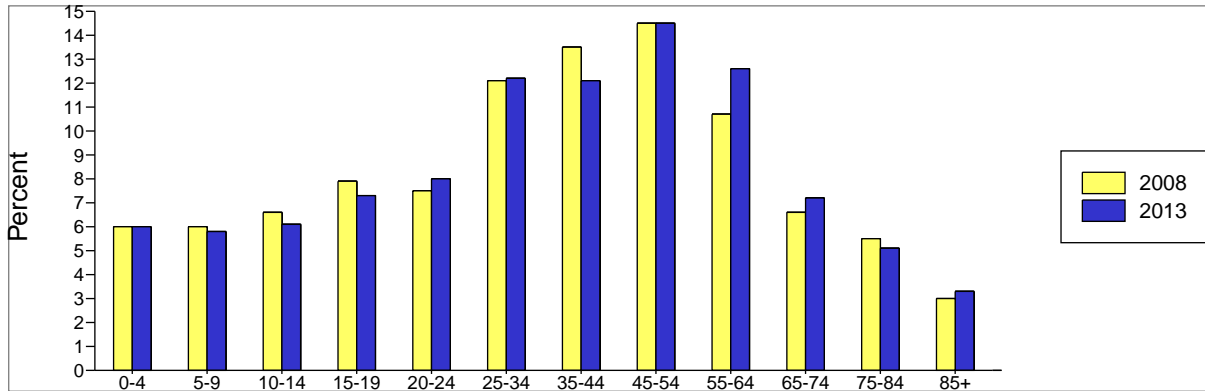
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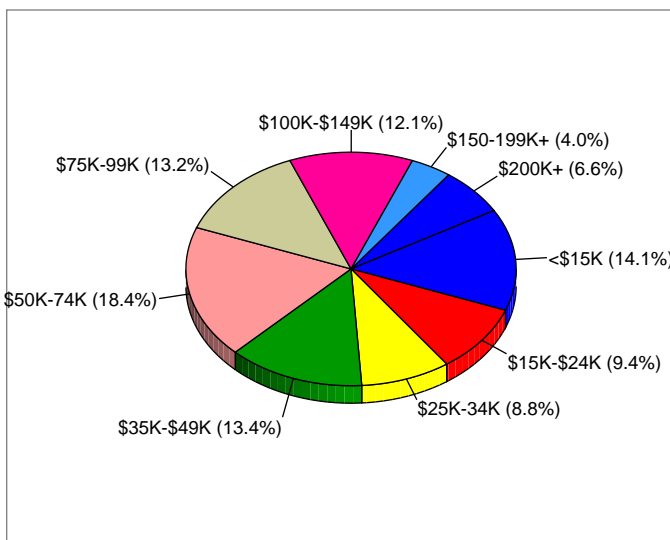
Trends 2008-2013



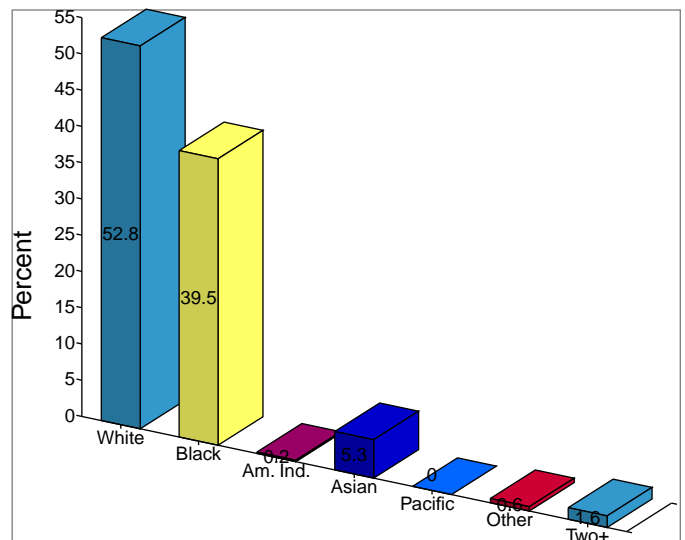
Population by Age



2008 Household Income



2008 Population by Race



2008 Percent Hispanic Origin: 1.9%



# Executive Summary

## Wynnewood Retail

312 Lancaster Avenue  
Site Type: Radius

312 E Lancaster Ave  
Ardmore, PA 19003  
Radius: 1.0 mile

312 E Lancaster Ave  
Ardmore, PA 19003  
Radius: 3.0 mile

312 E Lancaster Ave  
Ardmore, PA 19003  
Radius: 5.0 mile

### 2008 Population

	1.0 mile	3.0 mile	5.0 mile
Total Population	16,977	161,195	462,126
Male Population	46.5%	46.9%	46.3%
Female Population	53.5%	53.1%	53.7%
Median Age	41.7	39.0	38.0

### 2008 Income

	1.0 mile	3.0 mile	5.0 mile
Median HH Income	\$91,214	\$70,457	\$55,241
Per Capita Income	\$61,295	\$41,397	\$32,313
Average HH Income	\$140,698	\$106,420	\$80,930

### 2008 Households

	1.0 mile	3.0 mile	5.0 mile
Total Households	7,526	61,900	181,329
Average Household Size	2.23	2.49	2.44
1990-2000 Annual Rate	-0.02%	-0.02%	-0.1%

### 2008 Housing

	1.0 mile	3.0 mile	5.0 mile
Owner Occupied Housing Units	60.8%	67.6%	57.9%
Renter Occupied Housing Units	35.4%	26.2%	32.0%
Vacant Housing Units	3.7%	6.2%	10.1%

### Population

	1.0 mile	3.0 mile	5.0 mile
1990 Population	17,098	163,501	487,995
2000 Population	16,949	163,311	473,737
2008 Population	16,977	161,195	462,126
2013 Population	17,047	160,024	455,842
1990-2000 Annual Rate	-0.09%	-0.01%	-0.3%
2000-2008 Annual Rate	0.02%	-0.16%	-0.3%
2008-2013 Annual Rate	0.08%	-0.15%	-0.27%

In the identified market area, the current year population is 462,126. In 2000, the Census count in the market area was 473,737. The rate of change since 2000 was -0.3 percent annually. The five-year projection for the population in the market area is 455,842, representing a change of -0.27 percent annually from 2008 to 2013. Currently, the population is 46.3 percent male and 53.7 percent female.

### Households

	1.0 mile	3.0 mile	5.0 mile
1990 Households	7,476	62,533	186,777
2000 Households	7,463	62,399	184,888
2008 Households	7,526	61,900	181,329
2013 Households	7,587	61,675	179,430
1990-2000 Annual Rate	-0.02%	-0.02%	-0.1%
2000-2008 Annual Rate	0.1%	-0.1%	-0.24%
2008-2013 Annual Rate	0.16%	-0.07%	-0.21%

The household count in this market area has changed from 184,888 in 2000 to 181,329 in the current year, a change of -0.24 percent annually. The five-year projection of households is 179,430, a change of -0.21 percent annually from the current year total. Average household size is currently 2.44, compared to 2.46 in the year 2000. The number of families in the current year is 107,884 in the market area.

### Housing

Currently, 57.9 percent of the 201,731 housing units in the market area are owner occupied; 32.0 percent, renter occupied; and 10.1 percent are vacant. In 2000, there were 201,291 housing units— 59.4 percent owner occupied, 32.5 percent renter occupied and 8.1 percent vacant. The rate of change in housing units since 2000 is 0.03 percent. Median home value in the market area is \$187,422, compared to a median home value of \$192,285 for the U.S. In five years, median home value is projected to change by 1.22 percent annually to \$199,095. From 2000 to the current year, median home value changed by 8.51 percent annually.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013. ESRI converted 1990 Census data into 2000 geography.



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Ardmore, PA 19003  
Radius: 5.0 mile

### Median Household Income

	312 E Lancaster Ave Radius: 1.0 mile	312 E Lancaster Ave Radius: 3.0 mile	312 E Lancaster Ave Radius: 5.0 mile
1990 Median HH Income	\$46,362	\$40,937	\$31,743
2000 Median HH Income	\$69,747	\$53,849	\$40,994
2008 Median HH Income	\$91,214	\$70,457	\$55,241
2013 Median HH Income	\$109,993	\$81,753	\$65,906
1990-2000 Annual Rate	4.17%	2.78%	2.59%
2000-2008 Annual Rate	3.31%	3.31%	3.68%
2008-2013 Annual Rate	3.82%	3.02%	3.59%

### Per Capita Income

	312 E Lancaster Ave Radius: 1.0 mile	312 E Lancaster Ave Radius: 3.0 mile	312 E Lancaster Ave Radius: 5.0 mile
1990 Per Capita Income	\$31,759	\$23,372	\$17,686
2000 Per Capita Income	\$44,952	\$31,377	\$24,793
2008 Per Capita Income	\$61,295	\$41,397	\$32,313
2013 Per Capita Income	\$81,212	\$51,609	\$39,171
1990-2000 Annual Rate	3.54%	2.99%	3.44%
2000-2008 Annual Rate	3.83%	3.42%	3.26%
2008-2013 Annual Rate	5.79%	4.51%	3.92%

### Average Household Income

	312 E Lancaster Ave Radius: 1.0 mile	312 E Lancaster Ave Radius: 3.0 mile	312 E Lancaster Ave Radius: 5.0 mile
1990 Average Household Income	\$74,767	\$60,958	\$45,749
2000 Average Household Income	\$103,232	\$81,181	\$62,466
2008 Average HH Income	\$140,698	\$106,420	\$80,930
2013 Average HH Income	\$186,010	\$132,382	\$97,896
1990-2000 Annual Rate	3.28%	2.91%	3.16%
2000-2008 Annual Rate	3.82%	3.34%	3.19%
2008-2013 Annual Rate	5.74%	4.46%	3.88%

### Households by Income

Current median household income is \$55,241 in the market area, compared to \$53,154 for all U.S. households. Median household income is projected to be \$65,906 in five years. In 2000, median household income was \$40,994, compared to \$31,743 in 1990.

Current average household income is \$80,930 in this market area, compared to \$73,126 for all U.S. households. Average household income is projected to be \$97,896 in five years. In 2000, average household income was \$62,466, compared to \$45,749 in 1990.

Current per capita income is \$32,313 in the market area, compared to the U.S. per capita income of \$27,916. The per capita income is projected to be \$39,171 in five years. In 2000, the per capita income was \$24,793, compared to \$17,686 in 1990.

### Population by Employment

	312 E Lancaster Ave Radius: 1.0 mile	312 E Lancaster Ave Radius: 3.0 mile	312 E Lancaster Ave Radius: 5.0 mile
Total Businesses	1,209	8,438	19,350
Total Employees	10,293	68,375	196,751

Currently, 91.2 percent of the civilian labor force in the identified market area is employed and 8.8 percent are unemployed. In comparison, 93.4 percent of the U.S. civilian labor force is employed, and 6.6 percent are unemployed. In five years the rate of employment in the market area will be 91.7 percent of the civilian labor force, and unemployment will be 8.3 percent. The percentage of the U.S. civilian labor force that will be employed in five years is 93.9 percent, and 6.1 percent will be unemployed. In 2000, 60.7 percent of the population aged 16 years or older in the market area participated in the labor force, and 0.0 percent were in the Armed Forces.

In the current year, the occupational distribution of the employed population is:

- 70.9 percent in white collar jobs (compared to 60.2 percent of U.S. employment)
- 17.1 percent in service jobs (compared to 16.5 percent of U.S. employment)
- 12.0 percent in blue collar jobs (compared to 23.3 percent of U.S. employment)

In 2000, 62.1 percent of the market area population drove alone to work, and 2.9 percent worked at home. The average travel time to work in 2000 was 30.3 minutes in the market area, compared to the U.S. average of 25.5 minutes.

### Population by Education

In 2008, the educational attainment of the population aged 25 years or older in the market area was distributed as follows:

- 13.5 percent had not earned a high school diploma (16.4 percent in the U.S.)
- 28.3 percent were high school graduates only (29.6 percent in the U.S.)
- 5.9 percent had completed an Associate degree (7.2 percent in the U.S.)
- 19.6 percent had a Bachelor's degree (17.0 percent in the U.S.)
- 16.3 percent had earned a Master's/Professional/Doctorate Degree (9.7 percent in the U.S.)