



## The Metroplex

Current Year Estimated  
Median Household Income  
November 2016

The Goldenberg Group





# EXPANDED PROFILE

2000-2010 Census, 2016 Estimates with 2021 Projections

Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 40.1008/-75.2940

The Metroplex	2 mi radius	4 mi radius	6 mi radius
<b>Plymouth Meeting, PA</b>			
<b>Population</b>			
Estimated Population (2016)	32,310	124,713	271,433
Projected Population (2021)	32,993	128,091	277,893
Census Population (2010)	30,951	118,114	262,879
Census Population (2000)	30,255	112,820	255,436
Projected Annual Growth (2016 to 2021)	683 0.4%	3,378 0.5%	6,460 0.5%
Historical Annual Growth (2010 to 2016)	1,359 0.7%	6,599 0.9%	8,554 0.5%
Historical Annual Growth (2000 to 2010)	696 0.2%	5,294 0.5%	7,443 0.3%
Estimated Population Density (2016)	2,572 <i>psm</i>	2,482 <i>psm</i>	2,401 <i>psm</i>
Trade Area Size	12.56 <i>sq mi</i>	50.24 <i>sq mi</i>	113.05 <i>sq mi</i>
<b>Households</b>			
Estimated Households (2016)	13,839	49,951	108,163
Projected Households (2021)	14,300	51,902	111,947
Census Households (2010)	13,177	47,098	104,141
Census Households (2000)	12,440	45,180	100,558
Estimated Households with Children (2016)	3,410 24.6%	13,919 27.9%	28,836 26.7%
Estimated Average Household Size (2016)	2.31	2.44	2.38
<b>Average Household Income</b>			
Estimated Average Household Income (2016)	\$102,251	\$106,078	\$119,882
Projected Average Household Income (2021)	\$121,565	\$126,478	\$143,656
Estimated Average Family Income (2016)	\$121,982	\$128,792	\$152,183
<b>Median Household Income</b>			
Estimated Median Household Income (2016)	\$87,683	\$86,804	\$93,977
Projected Median Household Income (2021)	\$97,154	\$95,754	\$104,162
Estimated Median Family Income (2016)	\$106,910	\$107,753	\$122,991
<b>Per Capita Income</b>			
Estimated Per Capita Income (2016)	\$43,882	\$42,671	\$48,030
Projected Per Capita Income (2021)	\$52,774	\$51,428	\$58,123
Estimated Per Capita Income 5 Year Growth	\$8,893 20.3%	\$8,757 20.5%	\$10,093 21.0%
Estimated Average Household Net Worth (2016)	\$1,142,328	\$1,085,659	\$1,203,253
<b>Daytime Demos (2016)</b>			
Total Businesses	2,488	8,254	16,752
Total Employees	34,626	115,258	229,052
Company Headquarter Businesses	38 1.5%	113 1.4%	197 1.2%
Company Headquarter Employees	3,020 8.7%	13,420 11.6%	24,506 10.7%
Employee Population per Business	13.9	14.0	13.7
Residential Population per Business	13.0	15.1	16.2

# EXPANDED PROFILE

2000-2010 Census, 2016 Estimates with 2021 Projections

Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 40.1008/-75.2940

The Metroplex	2 mi radius		4 mi radius		6 mi radius	
<b>Plymouth Meeting, PA</b>						
<b>Race &amp; Ethnicity</b>						
White (2016)	26,856	83.1%	86,021	69.0%	203,863	75.1%
Black or African American (2016)	2,400	7.4%	20,030	16.1%	33,956	12.5%
American Indian or Alaska Native (2016)	46	0.1%	279	0.2%	443	0.2%
Asian (2016)	1,985	6.1%	7,591	6.1%	18,093	6.7%
Hawaiian or Pacific Islander (2016)	2	-	52	-	99	-
Other Race (2016)	460	1.4%	7,407	5.9%	8,752	3.2%
Two or More Races (2016)	561	1.7%	3,333	2.7%	6,227	2.3%
Not Hispanic or Latino Population (2016)	31,033	96.0%	110,043	88.2%	251,402	92.6%
Hispanic or Latino Population (2016)	1,277	4.0%	14,670	11.8%	20,031	7.4%
Not Hispanic or Latino Population (2021)	31,389	95.1%	111,189	86.8%	254,067	91.4%
Hispanic or Latino Population (2021)	1,603	4.9%	16,902	13.2%	23,826	8.6%
Not Hispanic or Latino Population (2010)	29,878	96.5%	105,593	89.4%	245,671	93.5%
Hispanic or Latino Population (2010)	1,073	3.5%	12,521	10.6%	17,208	6.5%
Not Hispanic or Latino Population (2000)	29,804	98.5%	108,382	96.1%	248,557	97.3%
Hispanic or Latino Population (2000)	451	1.5%	4,438	3.9%	6,879	2.7%
Projected Hispanic Annual Growth (2016 to 2021)	326	5.1%	2,232	3.0%	3,795	3.8%
Historic Hispanic Annual Growth (2000 to 2016)	826	11.4%	10,232	14.4%	13,152	11.9%
<b>Age Distribution (2016)</b>						
Age Under 5	1,659	5.1%	7,645	6.1%	15,097	5.6%
Age 5 to 9 Years	1,536	4.8%	7,044	5.6%	14,478	5.3%
Age 10 to 14 Years	1,676	5.2%	7,077	5.7%	14,723	5.4%
Age 15 to 19 Years	1,733	5.4%	7,098	5.7%	18,678	6.9%
Age 20 to 24 Years	2,019	6.2%	8,199	6.6%	19,790	7.3%
Age 25 to 29 Years	3,099	9.6%	10,324	8.3%	19,658	7.2%
Age 30 to 34 Years	2,899	9.0%	9,848	7.9%	19,124	7.0%
Age 35 to 39 Years	2,013	6.2%	7,914	6.3%	16,144	5.9%
Age 40 to 44 Years	1,913	5.9%	7,458	6.0%	15,706	5.8%
Age 45 to 49 Years	2,016	6.2%	7,652	6.1%	16,566	6.1%
Age 50 to 54 Years	2,288	7.1%	8,446	6.8%	18,330	6.8%
Age 55 to 59 Years	2,316	7.2%	8,638	6.9%	19,467	7.2%
Age 60 to 64 Years	1,925	6.0%	7,476	6.0%	17,530	6.5%
Age 65 to 74 Years	2,778	8.6%	10,654	8.5%	24,894	9.2%
Age 75 to 84 Years	1,621	5.0%	5,918	4.7%	13,629	5.0%
Age 85 Years or Over	819	2.5%	3,320	2.7%	7,618	2.8%
Median Age	38.3		38.3		39.3	
<b>Gender Age Distribution (2016)</b>						
Female Population	16,415	50.8%	63,364	50.8%	140,951	51.9%
Age 0 to 19 Years	3,166	19.3%	14,004	22.1%	31,132	22.1%
Age 20 to 64 Years	10,231	62.3%	37,940	59.9%	83,294	59.1%
Age 65 Years or Over	3,018	18.4%	11,420	18.0%	26,524	18.8%
Female Median Age	39.9		39.8		40.6	
Male Population	15,895	49.2%	61,349	49.2%	130,482	48.1%
Age 0 to 19 Years	3,439	21.6%	14,861	24.2%	31,845	24.4%
Age 20 to 64 Years	10,256	64.5%	38,016	62.0%	79,021	60.6%
Age 65 Years or Over	2,200	13.8%	8,473	13.8%	19,617	15.0%
Male Median Age	36.9		36.8		38.1	

# EXPANDED PROFILE

2000-2010 Census, 2016 Estimates with 2021 Projections

Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 40.1008/-75.2940

The Metroplex	2 mi radius		4 mi radius		6 mi radius	
<b>Plymouth Meeting, PA</b>						
<b>Household Income Distribution (2016)</b>						
HH Income \$200,000 or More	1,602	11.6%	6,064	12.1%	16,475	15.2%
HH Income \$150,000 to \$199,999	1,433	10.4%	4,367	8.7%	9,491	8.8%
HH Income \$100,000 to \$149,999	2,572	18.6%	8,182	16.4%	17,889	16.5%
HH Income \$75,000 to \$99,999	2,060	14.9%	6,935	13.9%	14,209	13.1%
HH Income \$50,000 to \$74,999	2,132	15.4%	7,750	15.5%	17,058	15.8%
HH Income \$35,000 to \$49,999	1,409	10.2%	5,172	10.4%	10,901	10.1%
HH Income \$25,000 to \$34,999	1,037	7.5%	3,804	7.6%	7,151	6.6%
HH Income \$15,000 to \$24,999	813	5.9%	3,505	7.0%	6,645	6.1%
HH Income Under \$15,000	780	5.6%	4,170	8.3%	8,345	7.7%
HH Income \$35,000 or More	11,208	81.0%	38,471	77.0%	86,023	79.5%
HH Income \$75,000 or More	7,667	55.4%	25,549	51.1%	58,064	53.7%
<b>Housing (2016)</b>						
Total Housing Units	14,219		51,692		111,833	
Housing Units Occupied	13,839	97.3%	49,951	96.6%	108,163	96.7%
Housing Units Owner-Occupied	8,856	64.0%	30,044	60.1%	70,718	65.4%
Housing Units, Renter-Occupied	4,983	36.0%	19,907	39.9%	37,446	34.6%
Housing Units, Vacant	380	2.7%	1,741	3.4%	3,670	3.3%
<b>Marital Status (2016)</b>						
Never Married	10,434	38.0%	39,260	38.1%	82,979	36.5%
Currently Married	11,876	43.3%	43,455	42.2%	102,366	45.1%
Separated	765	2.8%	4,504	4.4%	8,800	3.9%
Widowed	1,655	6.0%	6,840	6.6%	14,939	6.6%
Divorced	2,708	9.9%	8,888	8.6%	18,051	7.9%
<b>Household Type (2016)</b>						
Population Family	24,503	75.8%	97,203	77.9%	204,016	75.2%
Population Non-Family	7,481	23.2%	24,889	20.0%	53,707	19.8%
Population Group Quarters	326	1.0%	2,621	2.1%	13,710	5.1%
Family Households	8,099	58.5%	30,541	61.1%	65,880	60.9%
Non-Family Households	5,740	41.5%	19,410	38.9%	42,283	39.1%
Married Couple with Children	2,481	20.9%	9,083	20.9%	20,739	20.3%
Average Family Household Size	3.0		3.2		3.1	
<b>Household Size (2016)</b>						
1 Person Households	4,395	31.8%	15,352	30.7%	33,470	30.9%
2 Person Households	4,710	34.0%	15,954	31.9%	35,962	33.2%
3 Person Households	2,128	15.4%	7,798	15.6%	16,480	15.2%
4 Person Households	1,709	12.3%	6,165	12.3%	13,452	12.4%
5 Person Households	619	4.5%	2,729	5.5%	5,627	5.2%
6 or More Person Households	278	2.0%	1,954	3.9%	3,171	2.9%
<b>Household Vehicles (2016)</b>						
Households with 0 Vehicles Available	624	4.5%	4,542	9.1%	8,142	7.5%
Households with 1 Vehicles Available	5,120	37.0%	17,883	35.8%	39,016	36.1%
Households with 2 or More Vehicles Available	8,095	58.5%	27,526	55.1%	61,005	56.4%
Total Vehicles Available	24,156		82,654		183,509	
Average Vehicles Per Household	1.7		1.7		1.7	

# EXPANDED PROFILE

2000-2010 Census, 2016 Estimates with 2021 Projections

Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 40.1008/-75.2940

## The Metroplex

### Plymouth Meeting, PA

	2 mi radius		4 mi radius		6 mi radius	
<b>Labor Force (2016)</b>						
Estimated Labor Population Age 16 Years or Over	27,104		101,570		224,237	
Estimated Civilian Employed	18,999	70.1%	67,568	66.5%	144,912	64.6%
Estimated Civilian Unemployed	829	3.1%	3,141	3.1%	5,955	2.7%
Estimated in Armed Forces	-	-	23	-	87	-
Estimated Not in Labor Force	7,277	26.8%	30,838	30.4%	73,283	32.7%
Unemployment Rate	3.1%		3.1%		2.7%	
<b>Occupation (2010)</b>						
Occupation: Population Age 16 Years or Over	17,251		61,818		135,315	
Management, Business, Financial Operations	3,534	20.5%	11,390	18.4%	26,310	19.4%
Professional, Related	5,050	29.3%	16,016	25.9%	39,935	29.5%
Service	2,241	13.0%	10,023	16.2%	19,009	14.0%
Sales, Office	4,098	23.8%	14,963	24.2%	33,032	24.4%
Farming, Fishing, Forestry	4	-	34	0.1%	65	-
Construct, Extraction, Maintenance	894	5.2%	4,196	6.8%	7,684	5.7%
Production, Transport Material Moving	1,430	8.3%	5,194	8.4%	9,281	6.9%
White Collar Workers	12,682	73.5%	42,369	68.5%	99,277	73.4%
Blue Collar Workers	4,569	26.5%	19,449	31.5%	36,038	26.6%
<b>Consumer Expenditure (2016)</b>						
Total Household Expenditure	\$993 M		\$3.66 B		\$8.67 B	
Total Non-Retail Expenditure	\$543 M	54.7%	\$2.00 B	54.7%	\$4.75 B	54.7%
Total Retail Expenditure	\$450 M	45.3%	\$1.66 B	45.3%	\$3.93 B	45.3%
Apparel	\$34.9 M	3.5%	\$129 M	3.5%	\$307 M	3.5%
Contributions	\$48.8 M	4.9%	\$183 M	5.0%	\$447 M	5.2%
Education	\$41.0 M	4.1%	\$153 M	4.2%	\$371 M	4.3%
Entertainment	\$56.3 M	5.7%	\$207 M	5.7%	\$492 M	5.7%
Food and Beverages	\$141 M	14.2%	\$520 M	14.2%	\$1.22 B	14.1%
Furnishings and Equipment	\$35.4 M	3.6%	\$130 M	3.6%	\$310 M	3.6%
Gifts	\$26.9 M	2.7%	\$99.7 M	2.7%	\$241 M	2.8%
Health Care	\$75.8 M	7.6%	\$278 M	7.6%	\$652 M	7.5%
Household Operations	\$30.5 M	3.1%	\$113 M	3.1%	\$273 M	3.1%
Miscellaneous Expenses	\$14.3 M	1.4%	\$52.3 M	1.4%	\$123 M	1.4%
Personal Care	\$12.8 M	1.3%	\$47.2 M	1.3%	\$111 M	1.3%
Personal Insurance	\$8.02 M	0.8%	\$29.9 M	0.8%	\$72.2 M	0.8%
Reading	\$2.23 M	0.2%	\$8.20 M	0.2%	\$19.5 M	0.2%
Shelter	\$205 M	20.7%	\$758 M	20.7%	\$1.80 B	20.8%
Tobacco	\$5.33 M	0.5%	\$19.5 M	0.5%	\$44.9 M	0.5%
Transportation	\$183 M	18.4%	\$669 M	18.3%	\$1.57 B	18.1%
Utilities	\$70.9 M	7.1%	\$261 M	7.1%	\$609 M	7.0%
<b>Educational Attainment (2016)</b>						
Adult Population Age 25 Years or Over	23,687		87,649		188,666	
Elementary (Grade Level 0 to 8)	468	2.0%	3,046	3.5%	4,651	2.5%
Some High School (Grade Level 9 to 11)	990	4.2%	4,414	5.0%	7,367	3.9%
High School Graduate	5,588	23.6%	23,189	26.5%	42,638	22.6%
Some College	3,410	14.4%	12,765	14.6%	26,619	14.1%
Associate Degree Only	1,404	5.9%	5,134	5.9%	10,242	5.4%
Bachelor Degree Only	6,843	28.9%	22,471	25.6%	51,695	27.4%
Graduate Degree	4,983	21.0%	16,629	19.0%	45,455	24.1%

# EXPANDED PROFILE

2000-2010 Census, 2016 Estimates with 2021 Projections

Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 40.1008/-75.2940

The Metroplex	2 mi radius		4 mi radius		6 mi radius	
<b>Plymouth Meeting, PA</b>						
<b>Units In Structure (2010)</b>						
1 Detached Unit	5,998	45.5%	19,978	42.4%	49,980	48.0%
1 Attached Unit	3,388	25.7%	13,375	28.4%	24,866	23.9%
2 to 4 Units	890	6.8%	4,071	8.6%	7,900	7.6%
5 to 9 Units	443	3.4%	1,844	3.9%	3,455	3.3%
10 to 19 Units	664	5.0%	2,206	4.7%	4,162	4.0%
20 to 49 Units	556	4.2%	1,746	3.7%	3,966	3.8%
50 or More Units	1,137	8.6%	3,607	7.7%	9,240	8.9%
Mobile Home or Trailer	100	0.8%	271	0.6%	571	0.5%
Other Structure	-	-	-	-	-	-
<b>Homes Built By Year (2010)</b>						
Homes Built 2005 or later	523	4.0%	1,782	3.8%	3,413	3.3%
Homes Built 2000 to 2004	568	4.3%	1,798	3.8%	3,885	3.7%
Homes Built 1990 to 1999	1,137	8.6%	3,876	8.2%	8,175	7.9%
Homes Built 1980 to 1989	1,093	8.3%	4,831	10.3%	10,970	10.5%
Homes Built 1970 to 1979	1,746	13.2%	5,854	12.4%	13,370	12.8%
Homes Built 1960 to 1969	1,742	13.2%	5,883	12.5%	13,754	13.2%
Homes Built 1950 to 1959	2,517	19.1%	8,068	17.1%	18,667	17.9%
Homes Built Before 1949	3,850	29.2%	15,005	31.9%	31,907	30.6%
<b>Home Values (2010)</b>						
Home Values \$1,000,000 or More	77	0.9%	1,128	3.9%	3,300	4.7%
Home Values \$500,000 to \$999,999	591	6.8%	2,869	9.8%	8,613	12.4%
Home Values \$400,000 to \$499,999	846	9.7%	2,463	8.4%	6,198	8.9%
Home Values \$300,000 to \$399,999	2,039	23.5%	5,634	19.3%	13,870	19.9%
Home Values \$200,000 to \$299,999	3,158	36.4%	8,523	29.2%	20,113	28.9%
Home Values \$150,000 to \$199,999	801	9.2%	3,545	12.1%	7,721	11.1%
Home Values \$100,000 to \$149,999	632	7.3%	2,559	8.8%	4,661	6.7%
Home Values \$70,000 to \$99,999	244	2.8%	1,457	5.0%	2,544	3.7%
Home Values \$50,000 to \$69,999	101	1.2%	434	1.5%	933	1.3%
Home Values \$25,000 to \$49,999	109	1.3%	332	1.1%	861	1.2%
Home Values Under \$25,000	80	0.9%	285	1.0%	727	1.0%
Owner-Occupied Median Home Value	\$287,585		\$316,489		\$342,731	
Renter-Occupied Median Rent	\$989		\$964		\$985	
<b>Transportation To Work (2010)</b>						
Drive to Work Alone	13,481	79.3%	45,289	74.7%	99,154	74.7%
Drive to Work in Carpool	1,381	8.1%	6,008	9.9%	10,807	8.1%
Travel to Work by Public Transportation	849	5.0%	3,830	6.3%	9,348	7.0%
Drive to Work on Motorcycle	19	0.1%	31	0.1%	121	0.1%
Walk or Bicycle to Work	643	3.8%	3,002	5.0%	6,866	5.2%
Other Means	112	0.7%	393	0.6%	785	0.6%
Work at Home	511	3.0%	2,064	3.4%	5,730	4.3%
<b>Travel Time (2010)</b>						
Travel to Work in 14 Minutes or Less	4,258	25.8%	15,497	26.5%	32,386	25.5%
Travel to Work in 15 to 29 Minutes	5,769	35.0%	20,994	35.9%	43,135	33.9%
Travel to Work in 30 to 59 Minutes	5,456	33.1%	18,400	31.4%	42,429	33.4%
Travel to Work in 60 Minutes or More	1,001	6.1%	3,663	6.3%	9,130	7.2%
Average Minutes Travel to Work	23.7		22.7		23.6	