

# Extended Demographic Report - PopStats

2020 Census, 2025 Estimates & 2030 Projections

Calculated using TAS Retrieval

Sep 23, 2025



Latitude: 40.13559 Longitude: -75.543712

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	32,160	68,645	332,988
	Population Est 25Q1	32,158	68,579	332,734
	Population Est 24Q4	31,820	68,193	331,801
	Population Est 24Q3	31,781	68,085	331,837
	Population Est 24Q2	31,716	67,811	330,068
	Population Est 24Q1	31,728	67,796	328,834
	Population Est 23Q4	31,746	67,790	327,938
	Population Est 23Q3	31,553	67,342	326,335
	Population Est 23Q2	31,396	67,117	325,795
	Population Fcst	33,239	70,990	350,787
	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	29,472	57,340	435,773
	Average Seasonal Population	97	317	2,310
	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	1.18%	1.09%	1.13%
	Projected Annual Growth, CY to Y5	0.66%	0.67%	1.05%
	Group Qtrs Est	128	736	7,749
Transient Est Average Last 4 Qtrs	0	0	18,404	
<b>Households</b>	Current Year Estimated Households	13,959	27,984	128,879
	Households Est 25Q1	13,950	27,946	128,750
	Households Est 24Q4	13,799	27,779	128,368
	Households Est 24Q3	13,775	27,728	128,541
	Households Est 24Q2	13,747	27,610	127,733
	Households Est 24Q1	13,754	27,603	127,265
	Households Est 23Q4	13,754	27,602	126,879
	Households Est 23Q3	13,670	27,415	126,288
	Households Est 23Q2	13,599	27,315	126,057
	Households Fcst	14,433	28,964	136,234
	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	1.42%	1.30%	1.27%
	Projected Annual Growth, CY to Y5	0.67%	0.69%	1.12%
	Population per Household	2.29	2.43	2.52

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Shoppes at Valley Forge Phoenixville, PA		5.00 Minute Drivetime	10.00 Minute Drivetime	20.00 Minute Drivetime
<b>Income</b>	HH Income \$500,000 or more	4.5%	5.3%	5.8%
	HH Income \$250,000 to \$499,999	5.4%	6.3%	7.0%
	HH Income \$200,000 to \$249,999	12.5%	14.7%	16.3%
	HH Income \$175,000 to \$199,999	6.7%	6.0%	6.7%
	HH Income \$150,000 to \$174,999	8.4%	7.9%	8.4%
	HH Income \$100,000 to 149,999	20.2%	19.1%	18.8%
	HH Income \$75,000 to 99,999	12.0%	11.2%	10.4%
	HH Income \$50,000 to 74,999	10.6%	11.0%	10.6%
	HH Income \$35,000 to 49,999	7.1%	6.8%	5.8%
	HH Income \$25,000 to 34,999	4.4%	4.2%	3.9%
	HH Income \$15,000 to 24,999	3.7%	3.6%	3.0%
	HH Income \$0 to 14,999	4.7%	4.0%	3.3%
	Average Household Income	\$144,900	\$162,321	\$175,948
	Median Household Income	\$116,488	\$121,737	\$133,619
	Per Capita Income	\$63,098	\$66,687	\$68,665
	Average Disposable Income	\$109,463	\$114,856	\$121,119
	Median Disposable Income	\$95,810	\$100,308	\$109,496
	Discretionary HH Income Over \$150,000	16.8%	21.5%	24.0%
	Discretionary HH Income \$125,000 to \$149,999	9.9%	9.5%	9.7%
	Discretionary HH Income \$100,000 to \$124,999	11.3%	10.7%	11.9%
	Discretionary HH Income \$75,000 to \$99,999	14.5%	13.4%	13.2%
	Discretionary HH Income \$50,000 to \$74,999	16.3%	14.7%	14.5%
	Discretionary HH Income \$25,000 to \$49,999	17.6%	17.7%	15.0%
	Discretionary HH Income Under \$25,000	13.6%	12.4%	11.8%
	Average Discretionary HH Income	\$86,765	\$91,947	\$96,152
	Median Discretionary HH Income	\$78,573	\$83,461	\$90,912
	Householder White – Count	11,325	22,873	99,725
	Median HH Income	\$119,138	\$123,632	\$134,416
	Average HH Income	\$118,313	\$121,708	\$126,957
	Householder Black or African-American – Count	643	1,005	5,734
	Median HH Income	\$69,570	\$71,976	\$72,544
	Average HH Income	\$86,209	\$91,447	\$92,103
	Householder Hispanic – Count	630	1,199	5,117
	Median HH Income	\$111,797	\$102,746	\$117,502
Average HH Income	\$117,558	\$114,444	\$119,881	
Householder Asian or Pacific Islander – Count	426	1,293	12,101	
Median HH Income	\$123,735	\$167,385	\$170,809	
Average HH Income	\$122,467	\$142,914	\$148,115	
Householder Other or Pacific Islander – Count	934	1,615	6,202	
Median HH Income	\$110,052	\$102,760	\$111,207	
Average HH Income	\$115,769	\$112,770	\$115,379	

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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	15,984	33,932	164,313
	Female Population	16,176	34,713	168,675
<b>Total Population by Age</b>	Count of Pop 0 to 4 years	2,029	3,809	16,943
	Count of Pop 0 to 7 years	2,822	5,395	24,487
	Count of Pop 5 - 13	3,249	6,849	33,040
	Count of Pop 14 - 18	1,448	3,404	17,792
	Count of Pop 19 - 22	1,341	3,313	18,048
	Count of Pop 22 - 25	929	2,367	13,288
	Count of Pop 25 - 29	1,572	3,353	17,288
	Count of Pop 30 - 34	2,859	4,714	19,628
	Count of Pop 35 - 39	2,980	5,273	22,150
	Count of Pop 40 - 44	2,463	4,856	22,526
	Count of Pop 45 - 59	5,743	13,134	66,634
	Count of Pop 60 - 74	5,368	12,324	59,656
	Count of Pop 75 - 84	1,677	4,037	19,578
	Count of Pop 85+	504	1,214	6,419
	% of Pop 0 to 4 years	6.3%	5.5%	5.1%
	% of Pop 0 to 7 years	8.8%	7.9%	7.4%
	% of Pop 5 - 13	10.1%	10.0%	9.9%
	% of Pop 14 - 18	4.5%	5.0%	5.3%
	% of Pop 19 - 22	4.2%	4.8%	5.4%
	% of Pop 22 - 25	2.9%	3.4%	4.0%
	% of Pop 25 - 29	4.9%	4.9%	5.2%
	% of Pop 30 - 34	8.9%	6.9%	5.9%
	% of Pop 35 - 39	9.3%	7.7%	6.7%
	% of Pop 40 - 44	7.7%	7.1%	6.8%
	% of Pop 45 - 59	17.9%	19.1%	20.0%
	% of Pop 60 - 74	16.7%	18.0%	17.9%
	% of Pop 75 - 84	5.2%	5.9%	5.9%
	% of Pop 85+	1.6%	1.8%	1.9%
Median Age	39.5	41.3	41.8	
Average Age	40.4	41.4	41.5	
<b>Male Population by Age</b>	% of Pop 0 to 4 years	6.5%	5.7%	5.3%
	% of Pop 5 - 13	10.5%	10.4%	10.3%
	% of Pop 14 - 18	4.5%	5.1%	5.5%
	% of Pop 19 - 22	4.2%	5.0%	5.6%
	% of Pop 22 - 25	3.0%	3.6%	4.2%
	% of Pop 25 - 29	5.2%	5.2%	5.5%
	% of Pop 30 - 34	9.3%	7.1%	6.2%
	% of Pop 35 - 39	9.6%	7.8%	6.7%
	% of Pop 40 - 44	7.7%	7.1%	6.8%
	% of Pop 45 - 59	17.9%	19.0%	20.0%
	% of Pop 75 - 84	4.5%	5.2%	5.1%
	% of Pop 60 - 74	16.1%	17.6%	17.4%
	% of Pop 85+	1.0%	1.2%	1.3%
	Median Age	38.5	40.1	40.5
Average Age	39.3	40.4	40.4	

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	% of Pop 0 to 4 years	6.1%	5.4%	4.9%
	% of Pop 5 - 13	9.7%	9.6%	9.6%
	% of Pop 14 - 18	4.5%	4.8%	5.2%
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	% of Pop 22 - 25	2.8%	3.3%	3.8%
	% of Pop 25 - 29	4.6%	4.6%	4.9%
	% of Pop 30 - 34	8.5%	6.7%	5.6%
	% of Pop 35 - 39	8.9%	7.6%	6.6%
	% of Pop 40 - 44	7.6%	7.0%	6.7%
	% of Pop 45 - 59	17.8%	19.3%	20.0%
	% of Pop 60 - 74	17.2%	18.3%	18.4%
	% of Pop 75 - 84	6.0%	6.5%	6.7%
	% of Pop 85+	2.2%	2.3%	2.6%
	Median Age	40.5	42.5	43.2
Average Age	41.4	42.4	42.7	
Race	Count of White	25,516	55,192	250,980
	Count of Black or African-American	1,830	3,172	18,606
	Count of Asian or Pacific Islander	1,219	3,785	37,024
	Count of Other races	3,594	6,496	26,379
	White	79.3%	80.4%	75.4%
	Black or African American	5.7%	4.6%	5.6%
	Asian	3.8%	5.5%	11.1%
	Other Races	11.2%	9.5%	7.9%
Language Spoken	Speak English at Home	89.5%	88.8%	85.2%
	Speak Spanish at Home	3.5%	3.0%	2.7%
	Speak French or French Creole at Home	0.1%	0.3%	0.4%
	Speak German at Home	0.8%	0.7%	0.5%
	Speak Other Indo-European Languages at Home	1.7%	2.4%	4.1%
	Speak Russian and Other Slavic Languages at Home	0.9%	0.9%	0.6%
	Speak Chinese at Home	0.9%	1.0%	1.7%
	Speak Korean at Home	0.5%	0.3%	0.4%
	Speak Vietnamese at Home	0.9%	0.6%	0.5%
	Speak Other Asian Languages at Home	0.8%	1.5%	2.9%
	Speak Tagalog and Other Pacific Languages at Home	0.1%	0.1%	0.2%
	Speak Other Language at Home	0.2%	0.4%	0.8%
Hispanic	Hispanic Population	2,445	4,234	17,591
	Hispanic Population Percent	7.6%	6.2%	5.3%
	Mexican	23.9%	23.3%	25.1%
	Puerto Rican	37.8%	38.9%	34.7%
	Cuban	4.5%	3.8%	7.7%
	Dominican	1.5%	4.5%	3.4%
	Central American	11.6%	12.5%	8.1%
	South American	16.4%	13.7%	15.6%
	Other Hispanic	4.3%	3.3%	5.4%
	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)	2.3%	2.6%	2.4%
	American	2.1%	2.4%	2.3%
	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)	2.7%	4.7%	10.0%
	Chinese	0.7%	0.8%	1.9%
	Japanese	0.1%	0.2%	0.1%
	Korean	0.5%	0.4%	0.6%
	South Central Asian (ie. Indian)	1.4%	3.0%	6.9%
	South East Asian (ie. Vietnamese)	0.1%	0.1%	0.2%
	Other Asian	0.0%	0.1%	0.2%
	European (percent of total population)	52.7%	53.6%	47.8%
	British	5.9%	6.3%	6.1%
	Dutch	0.5%	0.6%	0.6%
	French	0.7%	0.7%	0.8%
	German	12.3%	13.0%	11.5%
	Italian	9.6%	9.3%	8.6%
	Polish	3.7%	3.6%	3.1%
	Scandinavian	0.9%	1.1%	1.0%
	Scotch/Irish	13.4%	13.2%	11.7%
Other European (ie. Greek/Russian)	5.9%	5.6%	4.4%	
Middle Eastern	0.5%	0.5%	0.7%	
Other Ancestry	12.8%	12.1%	12.7%	
Unclassified Ancestry	14.8%	14.9%	14.0%	
<b>Education (Age 25+)</b>	Adult Population (25 Years or Older)	23,165	48,904	233,878
	Elementary (0 to 8)	1.4%	1.4%	1.2%
	Some High School (9 to 11)	3.6%	3.7%	2.9%
	High School Graduate (12)	20.5%	20.5%	19.2%
	Some College (13 to 16)	13.6%	13.4%	12.7%
	Associates Degree Only	6.1%	6.6%	6.3%
	Bachelors Degree Only	34.1%	33.7%	33.7%
	Graduate Degree	20.6%	20.6%	23.9%
	% College (4+)	54.7%	54.3%	57.6%
<b>Household Type</b>	Total Households – count	13,959	27,984	128,879
	One Person HHs – count	4,686	8,262	34,354
	Family HHs – count	7,740	17,306	86,116
	Married Couple – count	5,888	13,541	71,327
	w/own children – count	2,466	5,629	31,549
	w/out own children – count	3,422	7,912	39,778
	Male Householder – count	556	1,085	4,395
	Female Householder – count	1,297	2,680	10,394
	Non-Family Households – count	1,532	2,415	8,409
	1 Person Household	33.6%	29.5%	26.7%
	2 Person Household	33.4%	32.9%	32.2%
	3 Person Household	14.2%	15.4%	16.3%
	4 Person Household	11.9%	14.1%	15.9%
	5 Person Household	4.6%	5.6%	6.2%
6 Person Household	1.6%	1.8%	1.9%	
7+ Person Household	0.7%	0.8%	0.9%	
% Households With Children	25.5%	27.9%	30.9%	

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<b>Housing</b>	Total Housing Units	14,673	29,305	135,907
	Owner Occupied Percent	62.0%	67.0%	68.5%
	Renter Occupied Percent	33.1%	28.5%	26.3%
	Vacant Housing Percent	4.9%	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	4.0%	8.4%	10.5%
	Property Value \$750,000 to \$999,999	10.1%	15.8%	19.1%
	Property Value \$500,000 to \$749,999	27.9%	25.7%	27.6%
	Property Value \$400,000 to \$499,999	24.6%	17.7%	14.6%
	Property Value \$300,000, to \$399,999	18.1%	15.0%	11.6%
	Property Value \$200,000 to \$299,999	8.0%	8.1%	7.2%
	Property Value \$150,000 to \$199,999	2.8%	2.0%	1.9%
	Property Value \$100,000 to \$149,999	1.5%	1.5%	1.4%
	Property Value \$60,000 to \$99,999	0.9%	1.1%	1.0%
	Property Value \$40,000 to \$59,999	0.4%	0.5%	0.4%
	Property Value \$0 to \$39,999	1.3%	1.9%	1.5%
	Median Home Value	\$469,459	\$522,496	\$593,582
<b>Wealth per Household</b>	\$0 and under - percent	16.6%	16.2%	15.6%
	\$1 to \$4999 - percent	7.6%	7.3%	6.9%
	\$5k to \$9999 - percent	4.2%	4.1%	3.9%
	\$10k to \$24999 - percent	6.1%	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	13.9%	14.1%	14.5%
	\$500k+ - percent	16.5%	16.9%	17.6%
	Median HH Wealth	\$92,860	\$97,667	\$106,947
	Avg HH Wealth	\$260,184	\$265,799	\$275,072
<b>Economic Viability</b>	Economic Viability Local	312	310	306
	Economic Viability Indexed	113	112	110
<b>Occupation (Employed Civilians Age 16+)</b>	Employed Civilian Pop 16+ by Occupation	18,899	39,862	184,151
	Managerial/Executive	24.3%	24.4%	25.3%
	Professional Specialty	33.7%	31.9%	33.5%
	Healthcare Support	1.8%	1.7%	1.8%
	Sales	8.2%	9.7%	9.9%
	Office & Administrative Support	9.6%	10.0%	9.2%
	Protective Service	1.4%	1.3%	1.2%
	Food Preparation	3.9%	3.6%	3.6%
	Building Maintenance & Cleaning	2.6%	2.3%	1.9%
	Personal Care	2.9%	2.5%	2.3%
	Farming, Fishing, & Forestry	0.3%	0.3%	0.2%
	Construction	4.8%	5.6%	4.8%
	Production & Transportation	6.7%	6.8%	6.4%
	Percent White Collar Workers	77.5%	77.7%	79.6%
	Percent Blue Collar Workers	22.5%	22.3%	20.4%

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	Agriculture/Mining/Construction	5.1%	5.9%	5.0%
	Manufacturing	12.2%	12.6%	12.4%
	Transportation	4.1%	4.0%	3.7%
	Information	1.4%	2.3%	2.3%
	Wholesale/Retail	13.7%	13.7%	11.8%
	Finance, Insurance, Real Estate	11.0%	10.8%	11.4%
	Professional Services	14.0%	13.8%	15.4%
	Management Services	1.1%	0.7%	0.4%
	Administrative/Waste Services	3.6%	3.2%	3.2%
	Educational Services	19.7%	20.1%	21.8%
	Entertainment Services	6.5%	6.4%	6.4%
	Other Professional Services	5.3%	4.5%	3.9%
	Public Administration	2.2%	2.0%	2.2%
<b>Vehicles per HH</b>	No Vehicles	5.5%	4.5%	4.6%
	1 Vehicle	35.2%	32.5%	31.3%
	2 Vehicles	45.8%	45.9%	44.5%
	3 or more vehicles	13.5%	17.1%	19.7%
	Average Number of Vehicles	1.71	1.83	1.87
<b>Change</b>	Births (last 12 months)	328	651	3,069
	Deaths (last 12 months)	275	617	3,050
	Migration (last 12 months)	411	833	3,012
<b>Work place</b>	Workplace Establishments	955	1,723	12,004
	Workplace Employees (FTE)	9,081	17,956	200,017