

# COMPLETE PROFILE

1990 - 2000 Census, 2010 Estimates with 2015 Projections  
 Calculated using Proportional Block Groups

LMS Commercial Real Estate  
 Lat/Lon: 40.32774/-75.88518



## Perkiomen Avenue & South 26th Street

### Reading, PA

#### Population

	1 Mile		3 Miles		5 Miles	
Estimated Population (2010)	10,119		93,583		158,283	
Census Population (1990)	9,298		84,510		144,298	
Census Population (2000)	9,846		90,539		153,192	
Projected Population (2015)	10,186		94,782		160,109	
Forecasted Population (2020)	10,371		97,104		163,895	
Historical Annual Change (1990-2000)	548	0.6%	6,029	0.7%	8,894	0.6%
Historical Annual Change (2000-2010)	273	0.3%	3,044	0.3%	5,091	0.3%
Projected Annual Change (2010-2015)	67	0.1%	1,199	0.3%	1,826	0.2%
Est. Population Density (2010)	3,223.63 <i>psm</i>		3,311.19 <i>psm</i>		2,016.50 <i>psm</i>	
Trade Area Size	3.14 <i>sq mi</i>		28.26 <i>sq mi</i>		78.49 <i>sq mi</i>	

#### Households

Estimated Households (2010)	4,200		34,930		60,475	
Census Households (1990)	3,923		33,879		58,165	
Census Households (2000)	4,141		34,296		59,470	
Projected Households (2015)	4,190		35,121		60,707	
Forecasted Households (2020)	4,213		35,547		61,339	
Historical Annual Change (1990-2000)	219	0.6%	417	0.1%	1,305	0.2%
Projected Annual Change (2000-2015)	49	0.1%	826	0.2%	1,237	0.1%

#### Average Household Income

Est. Average Household Income (2010)	\$63,295		\$52,750		\$58,430	
Census Average Hhld Income (1990)	\$37,511		\$31,478		\$34,535	
Census Average Hhld Income (2000)	\$51,557		\$43,138		\$47,853	
Proj. Average Household Income (2015)	\$69,207		\$57,796		\$63,619	
Historical Annual Change (1990-2000)	\$14,045	3.7%	\$11,660	3.7%	\$13,318	3.9%
Projected Annual Change (2000-2015)	\$17,650	2.3%	\$14,658	2.3%	\$15,765	2.2%

#### Median Household Income

Est. Median Household Income (2010)	\$49,810		\$42,192		\$46,626	
Census Median Hhld Income (1990)	\$32,749		\$27,007		\$29,029	
Census Median Hhld Income (2000)	\$43,629		\$35,715		\$38,936	
Proj. Median Household Income (2015)	\$52,996		\$45,114		\$49,787	
Historical Annual Change (1990-2000)	\$10,880	3.3%	\$8,708	3.2%	\$9,907	3.4%
Projected Annual Change (2000-2015)	\$9,367	1.4%	\$9,398	1.8%	\$10,851	1.9%

#### Per Capita Income

Est. Per Capita Income (2010)	\$26,452		\$20,194		\$22,883	
Census Per Capita Income (1990)	\$15,825		\$12,619		\$13,921	
Census Per Capita Income (2000)	\$21,561		\$16,236		\$18,419	
Proj. Per Capita Income (2015)	\$28,663		\$21,963		\$24,729	
Historical Annual Change (1990-2000)	\$5,736	3.6%	\$3,616	2.9%	\$4,499	3.2%
Projected Annual Change (2000-2015)	\$7,102	2.2%	\$5,728	2.4%	\$6,310	2.3%

#### Other Income

Est. Median Disposable Income (2010)	\$42,333		\$36,090		\$39,413	
Proj. Median Disposable Income (2015)	\$44,626		\$38,245		\$41,742	
Est. Average Household Net Worth (2010)	\$442,577		\$373,117		\$413,557	

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## Perkiomen Avenue & South 26th Street

### Reading, PA

#### Household Income Distribution (2010)

	1 Mile		3 Miles		5 Miles	
HH Income \$200,000 or More	55	1.3%	372	1.1%	1,051	1.7%
HH Income \$150,000 to 199,999	139	3.3%	864	2.5%	1,817	3.0%
HH Income \$125,000 to 149,999	142	3.4%	787	2.3%	1,785	3.0%
HH Income \$100,000 to 124,999	299	7.1%	2,110	6.0%	3,902	6.5%
HH Income \$75,000 to 99,999	521	12.4%	3,252	9.3%	6,273	10.4%
HH Income \$50,000 to 74,999	925	22.0%	6,000	17.2%	10,957	18.1%
HH Income \$35,000 to 49,999	664	15.8%	5,411	15.5%	9,199	15.2%
HH Income \$25,000 to 34,999	584	13.9%	4,841	13.9%	8,013	13.3%
HH Income \$15,000 to 24,999	519	12.4%	5,345	15.3%	8,429	13.9%
HH Income \$10,000 to 14,999	171	4.1%	2,469	7.1%	3,775	6.2%
HH Income \$0 to 9,999	180	4.3%	3,480	10.0%	5,273	8.7%
HH Income \$35,000+	2,745	65.4%	18,796	53.8%	34,985	57.9%
HH Income \$50,000+	2,081	49.5%	13,385	38.3%	25,785	42.6%
HH Income \$75,000+	1,156	27.5%	7,385	21.1%	14,828	24.5%

#### Race & Ethnicity (2010)

Total Population	10,119		93,583		158,283	
White	9,517	94.1%	76,229	81.5%	133,516	84.4%
Black or African American	368	3.6%	11,693	12.5%	16,581	10.5%
American Indian & Alaska Native	15	0.1%	591	0.6%	802	0.5%
Asian	146	1.4%	1,880	2.0%	3,065	1.9%
Hawaiian & Pacific Islander	1	-	147	0.2%	219	0.1%
Other Race	46	0.5%	2,530	2.7%	3,360	2.1%
Two or More Races	27	0.3%	514	0.5%	741	0.5%
Not Hispanic or Latino Population	9,040	89.3%	60,259	64.4%	112,251	70.9%
Non Hispanic: White	8,515	94.2%	52,349	86.9%	100,246	89.3%
Non Hispanic: Black or African American	312	3.5%	4,060	6.7%	6,337	5.6%
Non Hispanic: Amer Indian & AK Native	15	0.2%	366	0.6%	499	0.4%
Non Hispanic: Asian	127	1.4%	947	1.6%	1,858	1.7%
Non Hispanic: Hawaiian & Pacific Islander	1	-	133	0.2%	205	0.2%
Non Hispanic: Other Race	46	0.5%	1,995	3.3%	2,518	2.2%
Non Hispanic: Two or More Races	26	0.3%	409	0.7%	588	0.5%
Hispanic or Latino Population	1,079	10.7%	33,323	35.6%	46,032	29.1%
Hispanic: White	1,002	92.9%	23,880	71.7%	33,270	72.3%
Hispanic: Black or African American	56	5.2%	7,633	22.9%	10,244	22.3%
Hispanic: American Indian & Alaska Native	-	-	224	0.7%	303	0.7%
Hispanic: Asian	19	1.8%	932	2.8%	1,207	2.6%
Hispanic: Hawaiian & Pacific Islander	-	-	14	-	14	-
Hispanic: Other Race	-	-	535	1.6%	842	1.8%
Hispanic: Two or More Races	2	0.2%	105	0.3%	153	0.3%
Not of Hispanic Origin Population (1990)	9,147	98.4%	74,026	87.6%	129,129	89.5%
Hispanic Origin Population (1990)	151	1.6%	10,484	12.4%	15,169	10.5%
Not Hispanic or Latino Population (2000)	9,285	94.3%	66,470	73.4%	120,871	78.9%
Hispanic or Latino Population (2000)	561	5.7%	24,069	26.6%	32,322	21.1%
Not Hispanic or Latino Population 5yr (2015)	8,789	86.3%	59,358	62.6%	110,142	68.8%
Hispanic or Latino Population 5yr (2015)	1,397	13.7%	35,424	37.4%	49,967	31.2%
Historical Annual Change (1990-2000)	410	27.1%	13,585	13.0%	17,152	11.3%
Projected Annual Change (2000-2015)	836	9.9%	11,355	3.1%	17,646	3.6%

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### Reading, PA

#### Age Distribution (2010)

	1 Mile		3 Miles		5 Miles	
Total Population	10,119		93,583		158,283	
Age 0 to 4 yrs	653	6.5%	7,171	7.7%	11,173	7.1%
Age 5 to 9 yrs	606	6.0%	6,766	7.2%	10,592	6.7%
Age 10 to 14 yrs	600	5.9%	6,284	6.7%	10,117	6.4%
Age 15 to 19 yrs	601	5.9%	6,814	7.3%	11,261	7.1%
Age 20 to 24 yrs	655	6.5%	7,495	8.0%	11,420	7.2%
Age 25 to 29 yrs	791	7.8%	7,261	7.8%	11,362	7.2%
Age 30 to 34 yrs	652	6.4%	6,300	6.7%	9,930	6.3%
Age 35 to 39 yrs	614	6.1%	5,692	6.1%	9,229	5.8%
Age 40 to 44 yrs	670	6.6%	5,799	6.2%	9,761	6.2%
Age 45 to 49 yrs	726	7.2%	6,096	6.5%	10,609	6.7%
Age 50 to 54 yrs	735	7.3%	5,992	6.4%	10,586	6.7%
Age 55 to 59 yrs	634	6.3%	5,223	5.6%	9,394	5.9%
Age 60 to 64 yrs	531	5.3%	4,364	4.7%	8,079	5.1%
Age 65 to 69 yrs	444	4.4%	3,455	3.7%	6,492	4.1%
Age 70 to 74 yrs	372	3.7%	2,685	2.9%	5,208	3.3%
Age 75 to 79 yrs	328	3.2%	2,245	2.4%	4,535	2.9%
Age 80 to 84 yrs	270	2.7%	1,906	2.0%	3,950	2.5%
Age 85 yrs plus	236	2.3%	2,036	2.2%	4,584	2.9%
Median Age	38.2 yrs		33.4 yrs		36.2 yrs	
Age 19 yrs or less	2,460	24.3%	27,035	28.9%	43,144	27.3%
Age 20 to 64 years	6,008	59.4%	54,221	57.9%	90,369	57.1%
Age 65 years Plus	1,650	16.3%	12,327	13.2%	24,770	15.6%

#### Female Age Distribution (2010)

Female Population	5,221	51.6%	47,636	50.9%	81,682	51.6%
Age 0 to 4 yrs	311	6.0%	3,450	7.2%	5,382	6.6%
Age 5 to 9 yrs	283	5.4%	3,275	6.9%	5,193	6.4%
Age 10 to 14 yrs	285	5.5%	3,031	6.4%	4,902	6.0%
Age 15 to 19 yrs	302	5.8%	3,432	7.2%	5,600	6.9%
Age 20 to 24 yrs	345	6.6%	3,680	7.7%	5,751	7.0%
Age 25 to 29 yrs	407	7.8%	3,650	7.7%	5,808	7.1%
Age 30 to 34 yrs	328	6.3%	3,076	6.5%	4,925	6.0%
Age 35 to 39 yrs	304	5.8%	2,758	5.8%	4,577	5.6%
Age 40 to 44 yrs	339	6.5%	2,959	6.2%	5,021	6.1%
Age 45 to 49 yrs	368	7.0%	3,046	6.4%	5,379	6.6%
Age 50 to 54 yrs	390	7.5%	3,112	6.5%	5,486	6.7%
Age 55 to 59 yrs	341	6.5%	2,664	5.6%	4,835	5.9%
Age 60 to 64 yrs	274	5.3%	2,243	4.7%	4,205	5.1%
Age 65 to 69 yrs	249	4.8%	1,891	4.0%	3,516	4.3%
Age 70 to 74 yrs	208	4.0%	1,499	3.1%	2,916	3.6%
Age 75 to 79 yrs	182	3.5%	1,307	2.7%	2,637	3.2%
Age 80 to 84 yrs	163	3.1%	1,196	2.5%	2,451	3.0%
Age 85 yrs plus	142	2.7%	1,365	2.9%	3,099	3.8%
Female Median Age	39.7 yrs		34.7 yrs		37.9 yrs	
Age 19 yrs or less	1,181	22.6%	13,188	27.7%	21,076	25.8%
Age 20 to 64 years	3,096	59.3%	27,191	57.1%	45,987	56.3%
Age 65 years Plus	945	18.1%	7,258	15.2%	14,619	17.9%

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### Reading, PA

#### Male Age Distribution (2010)

	1 Mile		3 Miles		5 Miles	
Male Population	4,898	48.4%	45,947	49.1%	76,601	48.4%
Age 0 to 4 yrs	342	7.0%	3,721	8.1%	5,791	7.6%
Age 5 to 9 yrs	323	6.6%	3,490	7.6%	5,400	7.0%
Age 10 to 14 yrs	315	6.4%	3,253	7.1%	5,216	6.8%
Age 15 to 19 yrs	300	6.1%	3,382	7.4%	5,661	7.4%
Age 20 to 24 yrs	309	6.3%	3,815	8.3%	5,669	7.4%
Age 25 to 29 yrs	384	7.8%	3,611	7.9%	5,554	7.3%
Age 30 to 34 yrs	325	6.6%	3,223	7.0%	5,004	6.5%
Age 35 to 39 yrs	310	6.3%	2,934	6.4%	4,652	6.1%
Age 40 to 44 yrs	330	6.7%	2,840	6.2%	4,741	6.2%
Age 45 to 49 yrs	358	7.3%	3,050	6.6%	5,230	6.8%
Age 50 to 54 yrs	345	7.0%	2,879	6.3%	5,100	6.7%
Age 55 to 59 yrs	294	6.0%	2,559	5.6%	4,559	6.0%
Age 60 to 64 yrs	257	5.2%	2,121	4.6%	3,874	5.1%
Age 65 to 69 yrs	195	4.0%	1,565	3.4%	2,976	3.9%
Age 70 to 74 yrs	164	3.3%	1,186	2.6%	2,292	3.0%
Age 75 to 79 yrs	146	3.0%	938	2.0%	1,898	2.5%
Age 80 to 84 yrs	107	2.2%	710	1.5%	1,499	2.0%
Age 85 yrs plus	94	1.9%	671	1.5%	1,485	1.9%
Male Median Age	36.7 yrs		32.1 yrs		34.5 yrs	
Age 19 yrs or less	1,280	26.1%	13,847	30.1%	22,067	28.8%
Age 20 to 64 years	2,913	59.5%	27,030	58.8%	44,383	57.9%
Age 65 years Plus	706	14.4%	5,069	11.0%	10,151	13.3%

#### Males per 100 Females (2010)

Overall Comparison	94		96		94	
Age 0 to 4 yrs	110	52.4%	108	51.9%	108	51.8%
Age 5 to 9 yrs	114	53.3%	107	51.6%	104	51.0%
Age 10 to 14 yrs	111	52.5%	107	51.8%	106	51.6%
Age 15 to 19 yrs	99	49.8%	99	49.6%	101	50.3%
Age 20 to 24 yrs	90	47.3%	104	50.9%	99	49.6%
Age 25 to 29 yrs	94	48.5%	99	49.7%	96	48.9%
Age 30 to 34 yrs	99	49.8%	105	51.2%	102	50.4%
Age 35 to 39 yrs	102	50.5%	106	51.5%	102	50.4%
Age 40 to 44 yrs	97	49.3%	96	49.0%	94	48.6%
Age 45 to 49 yrs	98	49.4%	100	50.0%	97	49.3%
Age 50 to 54 yrs	89	47.0%	93	48.1%	93	48.2%
Age 55 to 59 yrs	86	46.3%	96	49.0%	94	48.5%
Age 60 to 64 yrs	94	48.4%	95	48.6%	92	48.0%
Age 65 to 69 yrs	78	44.0%	83	45.3%	85	45.8%
Age 70 to 74 yrs	79	44.0%	79	44.2%	79	44.0%
Age 75 to 79 yrs	80	44.5%	72	41.8%	72	41.9%
Age 80 to 84 yrs	65	39.5%	59	37.3%	61	38.0%
Age 85 yrs plus	66	39.7%	49	33.0%	48	32.4%
Age 19 yrs or less	108	52.0%	105	51.2%	105	51.1%
Age 20 to 39 yrs	96	49.0%	103	50.8%	99	49.8%
Age 40 to 64 yrs	93	48.1%	96	48.9%	94	48.5%
Age 65 years Plus	75	42.8%	70	41.1%	69	41.0%

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## Perkiomen Avenue & South 26th Street

### Reading, PA

#### Household Type (2010)

	1 Mile		3 Miles		5 Miles	
Total Households	4,200		34,930		60,475	
Households with Children	1,369	32.6%	13,284	38.0%	21,580	35.7%
Average Household Size	2.39		2.61		2.53	
Est. Household Density	1,338.16	<i>psm</i>	1,235.92	<i>psm</i>	770.44	<i>psm</i>
Population Family	8,240	81.4%	74,359	79.5%	125,916	79.6%
Population Non-Family	1,793	17.7%	16,816	18.0%	27,340	17.3%
Population Group Qtrs	86	0.8%	2,408	2.6%	5,028	3.2%
Family Households	2,728	65.0%	22,352	64.0%	39,164	64.8%
<i>Married Couple Hhlds</i>	1,978	72.5%	13,536	60.6%	25,512	65.1%
<i>Other Family Hhlds</i>	751	27.5%	8,815	39.4%	13,652	34.9%
Family Households With Children	1,343	49.2%	13,062	58.4%	21,197	54.1%
<i>Married Couple With Children</i>	810	60.3%	6,386	48.9%	11,000	51.9%
<i>Other Family Hhlds With Children</i>	532	39.7%	6,676	51.1%	10,196	48.1%
Family Households No Children	1,386	50.8%	9,290	41.6%	17,968	45.9%
<i>Married Couple No Children</i>	1,167	84.2%	7,150	77.0%	14,512	80.8%
<i>Other Family Households No Children</i>	218	15.8%	2,140	23.0%	3,455	19.2%
Average Family Household Size	3.02		3.33		3.22	
Average Family Income	\$72,981		\$62,578		\$69,129	
Median Family Income	\$60,253		\$51,291		\$56,954	
Non-Family Households	1,472	35.0%	12,578	36.0%	21,310	35.2%
Non-Family Hhlds With Children	26	1.8%	222	1.8%	383	1.8%
Non-Family Hhld No Children	1,446	98.2%	12,356	98.2%	20,927	98.2%
<i>N-F Hhld Lone Person No Children</i>	1,188	80.7%	10,123	80.5%	17,360	81.5%
Lone Male Householder	489	41.2%	4,616	45.6%	7,423	42.8%
Lone Female Householder	699	58.8%	5,507	54.4%	9,937	57.2%
<i>N-F Hhld 2+ Persons No Children</i>	258	17.5%	2,233	17.8%	3,567	16.7%
Average Non-Family Hhld Size	1.22		1.34		1.28	

#### Marital Status (2010)

(15 Years or Older)	8,255		73,371		126,378	
Never Married	1,953	23.7%	23,503	32.0%	36,970	29.3%
Now Married	4,456	54.0%	32,332	44.1%	59,309	46.9%
Previously Married	1,846	22.4%	17,536	23.9%	30,098	23.8%
Separated	287	15.5%	4,448	25.4%	7,366	24.5%
Widowed	666	36.1%	5,591	31.9%	10,292	34.2%
Divorced	893	48.4%	7,498	42.8%	12,440	41.3%

#### Educational Attainment (2010)

Adult Population (25 Years or Older)	7,004		59,053		103,720	
Elementary (0 to 8)	219	3.1%	4,502	7.6%	6,849	6.6%
Some High School (9 to 11)	727	10.4%	8,899	15.1%	14,162	13.7%
High School Graduate (12)	2,574	36.7%	21,854	37.0%	38,359	37.0%
Some College (13 to 16)	1,355	19.3%	9,012	15.3%	16,194	15.6%
Associate Degree Only	545	7.8%	4,076	6.9%	7,198	6.9%
Bachelor Degree Only	1,117	16.0%	7,294	12.4%	13,803	13.3%
Graduate Degree	467	6.7%	3,416	5.8%	7,156	6.9%
Any College + (Some College or higher)	3,484	49.7%	23,799	40.3%	44,351	42.8%
College Degree + (Bachelor Degree or higher)	1,585	22.6%	10,710	18.1%	20,959	20.2%

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### Reading, PA

#### Housing (2010)

	1 Mile		3 Miles		5 Miles	
Total Housing Units	4,467		39,185		66,327	
Housing Units, Occupied	4,200	94.0%	34,930	89.1%	60,475	91.2%
Housing Units, Owner-Occupied	2,982	71.0%	20,992	60.1%	38,541	63.7%
Housing Units, Renter-Occupied	1,218	29.0%	13,938	39.9%	21,933	36.3%
Housing Units, Vacant	266	5.6%	4,255	9.8%	5,853	8.1%
Total Housing Units (2000)	4,375		38,274		64,840	
Historical Annual Change (2000-2010)	92	0.2%	911	0.2%	1,487	0.2%

#### Household Size (2010)

	1 Mile		3 Miles		5 Miles	
Total Households	4,200		34,930		60,475	
1 Person Household	1,188	28.3%	10,123	29.0%	17,360	28.7%
2 Person Households	1,500	35.7%	10,288	29.5%	19,228	31.8%
3 Person Households	655	15.6%	5,481	15.7%	9,407	15.6%
4 Person Households	547	13.0%	4,724	13.5%	8,039	13.3%
5 Person Households	214	5.1%	2,422	6.9%	3,768	6.2%
6 Person Households	73	1.7%	1,081	3.1%	1,582	2.6%
7+ Person Households	24	0.6%	812	2.3%	1,091	1.8%

#### Household Stability (2010)

	1 Mile		3 Miles		5 Miles	
Total Households	4,200		34,930		60,475	
In current residence < 1 year	732	17.4%	7,435	21.3%	12,094	20.0%
In current residence 1-2 years	913	21.7%	9,654	27.6%	16,036	26.5%
In current residence 3-5 years	643	15.3%	5,533	15.8%	9,614	15.9%
In current residence 6-10 years	486	11.6%	3,774	10.8%	6,986	11.6%
In current residence > 10 years	1,426	33.9%	8,533	24.4%	15,744	26.0%
Turnover (% Annual Residential Turnover)	17.4%		21.3%		20.0%	
Stability (% In Current Residence 5+ Years)	45.5%		35.2%		37.6%	
Median Years in Residence	5.0 yrs		3.6 yrs		4.0 yrs	

#### Household Vehicles (2010)

	1 Mile		3 Miles		5 Miles	
Total Vehicles Available	7,232		52,099		95,927	
Household: 0 Vehicles Available	345	8.2%	6,218	17.8%	8,825	14.6%
Household: 1 Vehicles Available	1,529	36.4%	12,759	36.5%	21,922	36.3%
Household: 2 Vehicles Available	1,621	38.6%	10,924	31.3%	20,012	33.1%
Household: 3+ Vehicles Available	705	16.8%	5,029	14.4%	9,715	16.1%
Average Per Household	1.7 Vehicles		1.5 Vehicles		1.6 Vehicles	
Owner Occupied Hhlds Vehicles	5,825	80.5%	39,610	76.0%	74,778	78.0%
Average Per Owner Household	2.0 Vehicles		1.9 Vehicles		1.9 Vehicles	
Renter Occupied Hhlds Vehicles	1,407	19.5%	12,488	24.0%	21,148	22.0%
Average Per Renter Household	1.2 Vehicles		0.9 Vehicles		1.0 Vehicles	

#### Travel Time (2000)

	1 Mile		3 Miles		5 Miles	
Worker Base (16 Years or Older)	5,086		39,146		67,875	
Travel to Work in 14 Minutes or Less	1,515	29.8%	13,183	33.7%	25,071	36.9%
Travel to Work in 15 to 29 Minutes	2,367	46.5%	16,614	42.4%	27,629	40.7%
Travel to Work in 30 to 59 Minutes	726	14.3%	6,508	16.6%	10,363	15.3%
Travel to Work in 60 Minutes or More	357	7.0%	2,097	5.4%	3,428	5.0%
Work at Home	120	2.4%	744	1.9%	1,385	2.0%
Average Travel Time to Work	21.4 mins		20.3 mins		19.5 mins	

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# COMPLETE PROFILE

1990 - 2000 Census, 2010 Estimates with 2015 Projections  
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LMS Commercial Real Estate  
 Lat/Lon: 40.32774/-75.88518



## Perkiomen Avenue & South 26th Street

### Reading, PA

#### Transportation To Work (2000)

	1 Mile		3 Miles		5 Miles	
Work Base	5,086		39,146		67,875	
Drive to Work Alone	4,246	83.5%	27,031	69.1%	50,185	73.9%
Drive to Work in Carpool	457	9.0%	6,262	16.0%	9,432	13.9%
Travel to Work - Public Transportation	100	2.0%	1,903	4.9%	2,525	3.7%
Drive to Work on Motorcycle	16	0.3%	48	0.1%	79	0.1%
Bicycle to Work	25	0.5%	223	0.6%	248	0.4%
Walk to Work	119	2.3%	2,596	6.6%	3,584	5.3%
Other Means	3	0.1%	340	0.9%	438	0.6%
Work at Home	120	2.4%	744	1.9%	1,385	2.0%

#### Daytime Demos (2010)

Total Number of Businesses	280		3,026		6,289	
Total Number of Employees	2,799		36,971		95,694	
Company Headqtrs: Businesses	-	0.1%	4	0.1%	9	0.1%
Company Headqtrs: Employees	119	4.3%	1,471	4.0%	5,390	5.6%
Employee Population per Business	10.0 to 1		12.2 to 1		15.2 to 1	
Residential Population per Business	36.1 to 1		30.9 to 1		25.2 to 1	
Est. Adj. Daytime Demographics (Age16+)	5,783		67,275		147,730	

#### Labor Force (2010)

Labor: Population Age 16+	8,127		72,062		124,238	
Unemployment Rate		5.4%		6.9%		6.4%
Labor Force Total: Males	3,853	47.4%	34,858	48.4%	59,109	47.6%
<i>Male civilian employed</i>	2,633	68.3%	21,627	62.0%	36,974	62.6%
<i>Male civilian unemployed</i>	254	6.6%	2,784	8.0%	4,298	7.3%
<i>Males in Armed Forces</i>	13	0.3%	98	0.3%	145	0.2%
<i>Males not in labor force</i>	953	24.7%	10,350	29.7%	17,691	29.9%
Labor Force Total: Females	4,273	52.6%	37,204	51.6%	65,129	52.4%
<i>Female civilian employed</i>	2,494	58.4%	20,020	53.8%	35,064	53.8%
<i>Female civilian unemployed</i>	188	4.4%	2,154	5.8%	3,637	5.6%
<i>Females in Armed Forces</i>	2	0.1%	13	-	19	-
<i>Females not in labor force</i>	1,589	37.2%	15,016	40.4%	26,409	40.5%
Employment Force Change (2000-2010)	53	1.0%	2,570	6.6%	4,258	6.3%
Male Change (2000-2010)	2	0.1%	766	3.7%	1,215	3.4%
Female Change (2000-2010)	51	2.1%	1,805	9.9%	3,042	9.5%

#### Occupation (2000)

Occupation: Population Age 16+	5,074		39,076		67,781	
Occupation Total: Males	2,632	51.9%	20,861	53.4%	35,759	52.8%
Occupation Total: Females	2,442	48.1%	18,215	46.6%	32,022	47.2%
Mgmt, Business, & Financial Operations	623	12.3%	3,398	8.7%	6,639	9.8%
Professional and Related	996	19.6%	5,953	15.2%	11,106	16.4%
Service	691	13.6%	6,415	16.4%	10,333	15.2%
Sales and Office	1,363	26.9%	10,141	26.0%	18,330	27.0%
Farming, Fishing, & Forestry	5	0.1%	644	1.6%	755	1.1%
Construction, Extraction, & Maintenance	399	7.9%	2,808	7.2%	5,145	7.6%
Production, Transport, & Material Moving	996	19.6%	9,718	24.9%	15,474	22.8%
White Collar		58.8%		49.9%		53.2%
Blue Collar		41.2%		50.1%		46.8%

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## Perkiomen Avenue & South 26th Street

### Reading, PA

#### Units In Structure (2000)

	1 Mile		3 Miles		5 Miles	
Total Units	4,375		38,274		64,840	
1 Detached Unit	1,853	42.4%	9,442	24.7%	21,505	33.2%
1 Attached Unit	1,445	33.0%	16,228	42.4%	24,092	37.2%
2 Units	171	3.9%	2,948	7.7%	4,081	6.3%
3 to 4 Units	313	7.2%	4,201	11.0%	5,412	8.3%
5 to 9 Units	178	4.1%	1,923	5.0%	3,054	4.7%
10 to 19 Units	106	2.4%	671	1.8%	1,850	2.9%
20 to 49 Units	153	3.5%	793	2.1%	1,313	2.0%
50 or more Units	79	1.8%	1,740	4.5%	2,710	4.2%
Mobile Home or Trailer	77	1.8%	328	0.9%	823	1.3%
Other Structure	-	-	-	-	-	-

#### Homes Built By Year (2000)

Homes Built 1999 to 2000	16	0.4%	286	0.7%	479	0.7%
Homes Built 1995 to 1998	97	2.2%	713	1.9%	1,297	2.0%
Homes Built 1990 to 1994	131	3.0%	1,195	3.1%	2,456	3.8%
Homes Built 1980 to 1989	222	5.1%	2,402	6.3%	4,781	7.4%
Homes Built 1970 to 1979	249	5.7%	2,962	7.7%	6,184	9.5%
Homes Built 1960 to 1969	467	10.7%	2,879	7.5%	6,162	9.5%
Homes Built 1950 to 1959	630	14.4%	3,517	9.2%	8,074	12.5%
Homes Built 1940 to 1949	604	13.8%	4,156	10.9%	7,606	11.7%
Homes Built Before 1939	1,957	44.7%	20,165	52.7%	27,801	42.9%
Median Age of Homes	55.8 yrs		58.5 yrs		52.8 yrs	

#### Home Values (2000)

Owner Specified Housing Units	2,776		18,795		34,615	
Home Values \$1,000,000 or More	-	-	-	-	24	0.1%
Home Values \$750,000 to \$999,999	-	-	4	-	48	0.1%
Home Values \$500,000 to \$749,999	2	0.1%	13	0.1%	111	0.3%
Home Values \$400,000 to \$499,999	-	-	22	0.1%	132	0.4%
Home Values \$300,000 to \$399,999	12	0.4%	122	0.6%	380	1.1%
Home Values \$250,000 to \$299,999	18	0.6%	86	0.5%	349	1.0%
Home Values \$200,000 to \$249,999	23	0.8%	256	1.4%	785	2.3%
Home Values \$175,000 to \$199,999	33	1.2%	355	1.9%	940	2.7%
Home Values \$150,000 to \$174,999	85	3.1%	599	3.2%	1,243	3.6%
Home Values \$125,000 to \$149,999	273	9.8%	1,481	7.9%	2,989	8.6%
Home Values \$100,000 to \$124,999	527	19.0%	2,312	12.3%	4,824	13.9%
Home Values \$90,000 to \$99,999	369	13.3%	1,086	5.8%	2,795	8.1%
Home Values \$80,000 to \$89,999	443	15.9%	1,254	6.7%	3,065	8.9%
Home Values \$70,000 to \$79,999	213	7.7%	1,057	5.6%	3,156	9.1%
Home Values \$60,000 to \$69,999	236	8.5%	1,424	7.6%	2,740	7.9%
Home Values \$50,000 to \$59,999	201	7.2%	1,348	7.2%	2,124	6.1%
Home Values \$35,000 to \$49,999	244	8.8%	3,939	21.0%	4,815	13.9%
Home Values \$25,000 to \$34,999	70	2.5%	2,202	11.7%	2,666	7.7%
Home Values \$10,000 to \$24,999	20	0.7%	1,165	6.2%	1,355	3.9%
Home Values \$0 to \$9,999	7	0.3%	71	0.4%	74	0.2%
Owner Occupied Median Home Value	\$88,771		\$72,672		\$85,432	
Renter Occupied Median Rent	\$474		\$315		\$381	
Average Property Value (2010)	\$79,822		\$80,457		\$100,139	

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## Perkiomen Avenue & South 26th Street

### Reading, PA

#### Consumer Expenditure (Annual Total)

	1 Mile	3 Miles	5 Miles
Total Household Expenditure (2010)	\$216 M	\$1.58 B	\$2.92 B
<i>Total Non-Retail Expenditures (2010)</i>	\$124 M	\$902 M	\$1.67 B
<i>Total Retail Expenditures (2010)</i>	\$91.8 M	\$674 M	\$1.24 B
Apparel (2010)	\$10.2 M	\$75.3 M	\$139 M
Contributions (2010)	\$7.70 M	\$54.9 M	\$105 M
Education (2010)	\$4.84 M	\$35.9 M	\$67.7 M
Entertainment (2010)	\$12.0 M	\$87.2 M	\$162 M
Food And Beverages (2010)	\$33.3 M	\$246 M	\$452 M
Furnishings And Equipment (2010)	\$9.37 M	\$67.2 M	\$126 M
Gifts (2010)	\$5.55 M	\$39.9 M	\$75.4 M
Health Care (2010)	\$13.6 M	\$100 M	\$183 M
Household Operations (2010)	\$7.49 M	\$54.0 M	\$102 M
Miscellaneous Expenses (2010)	\$3.66 M	\$26.9 M	\$49.4 M
Personal Care (2010)	\$3.13 M	\$23.0 M	\$42.4 M
Personal Insurance (2010)	\$2.14 M	\$15.4 M	\$29.1 M
Reading (2010)	\$708 K	\$5.15 M	\$9.56 M
Shelter (2010)	\$41.4 M	\$303 M	\$562 M
Tobacco (2010)	\$1.47 M	\$11.2 M	\$20.0 M
Transportation (2010)	\$43.6 M	\$315 M	\$583 M
Utilities (2010)	\$15.4 M	\$115 M	\$209 M

#### Consumer Expenditure (per Household per Month)

	1 Mile		3 Miles		5 Miles	
Total Household Expenditure (2010)	\$4,276		\$3,759		\$4,018	
<i>Total Non-Retail Expenditures (2010)</i>	\$2,454	57.4%	\$2,151	57.2%	\$2,303	57.3%
<i>Total Retail Expenditures (2010)</i>	\$1,821	42.6%	\$1,607	42.8%	\$1,714	42.7%
Apparel (2010)	\$203	4.7%	\$180	4.8%	\$192	4.8%
Contributions (2010)	\$153	3.6%	\$131	3.5%	\$144	3.6%
Education (2010)	\$96	2.2%	\$86	2.3%	\$93	2.3%
Entertainment (2010)	\$238	5.6%	\$208	5.5%	\$223	5.6%
Food And Beverages (2010)	\$661	15.5%	\$588	15.6%	\$623	15.5%
Furnishings And Equipment (2010)	\$186	4.3%	\$160	4.3%	\$174	4.3%
Gifts (2010)	\$110	2.6%	\$95	2.5%	\$104	2.6%
Health Care (2010)	\$269	6.3%	\$239	6.4%	\$253	6.3%
Household Operations (2010)	\$149	3.5%	\$129	3.4%	\$140	3.5%
Miscellaneous Expenses (2010)	\$73	1.7%	\$64	1.7%	\$68	1.7%
Personal Care (2010)	\$62	1.5%	\$55	1.5%	\$58	1.5%
Personal Insurance (2010)	\$42	1.0%	\$37	1.0%	\$40	1.0%
Reading (2010)	\$14	0.3%	\$12	0.3%	\$13	0.3%
Shelter (2010)	\$821	19.2%	\$723	19.2%	\$774	19.3%
Tobacco (2010)	\$29	0.7%	\$27	0.7%	\$28	0.7%
Transportation (2010)	\$865	20.2%	\$752	20.0%	\$803	20.0%
Utilities (2010)	\$305	7.1%	\$273	7.3%	\$287	7.2%

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