

COMPLETE PROFILE

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

LMS Commercial Real Estate
 Lat/Lon: 40.38216/-75.92749



3240 North 5th Street

Reading, PA

Population

	1 Mile		3 Miles		5 Miles	
Estimated Population (2010)	6,995		74,365		151,037	
Census Population (1990)	6,728		67,889		137,472	
Census Population (2000)	6,929		72,368		146,538	
Projected Population (2015)	6,902		75,106		153,076	
Forecasted Population (2020)	6,885		76,600		156,651	
Historical Annual Change (1990-2000)	202	0.3%	4,479	0.7%	9,066	0.7%
Historical Annual Change (2000-2010)	66	0.1%	1,997	0.3%	4,499	0.3%
Projected Annual Change (2010-2015)	-93	-0.3%	741	0.2%	2,038	0.3%
Est. Population Density (2010)	2,228.43 <i>psm</i>		2,631.23 <i>psm</i>		1,924.18 <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)	2,943		27,462		57,096	
Census Households (1990)	2,897		26,906		54,981	
Census Households (2000)	2,956		27,047		56,235	
Projected Households (2015)	2,879		27,561		57,472	
Forecasted Households (2020)	2,835		27,824		58,106	
Historical Annual Change (1990-2000)	59	0.2%	141	0.1%	1,253	0.2%
Projected Annual Change (2000-2015)	-77	-0.2%	514	0.1%	1,237	0.1%

Average Household Income

Est. Average Household Income (2010)	\$58,344		\$53,196		\$57,829	
Census Average Hhld Income (1990)	\$34,919		\$31,781		\$33,513	
Census Average Hhld Income (2000)	\$48,051		\$43,664		\$47,327	
Proj. Average Household Income (2015)	\$62,855		\$58,059		\$62,886	
Historical Annual Change (1990-2000)	\$13,132	3.8%	\$11,882	3.7%	\$13,814	4.1%
Projected Annual Change (2000-2015)	\$14,804	2.1%	\$14,395	2.2%	\$15,559	2.2%

Median Household Income

Est. Median Household Income (2010)	\$49,534		\$42,831		\$45,944	
Census Median Hhld Income (1990)	\$30,846		\$27,389		\$28,271	
Census Median Hhld Income (2000)	\$42,456		\$36,645		\$38,563	
Proj. Median Household Income (2015)	\$52,321		\$45,485		\$48,833	
Historical Annual Change (1990-2000)	\$11,610	3.8%	\$9,257	3.4%	\$10,292	3.6%
Projected Annual Change (2000-2015)	\$9,865	1.5%	\$8,840	1.6%	\$10,269	1.8%

Per Capita Income

Est. Per Capita Income (2010)	\$24,799		\$20,068		\$22,603	
Census Per Capita Income (1990)	\$15,036		\$12,596		\$13,403	
Census Per Capita Income (2000)	\$20,549		\$16,177		\$18,010	
Proj. Per Capita Income (2015)	\$26,497		\$21,766		\$24,415	
Historical Annual Change (1990-2000)	\$5,514	3.7%	\$3,581	2.8%	\$4,607	3.4%
Projected Annual Change (2000-2015)	\$5,948	1.9%	\$5,589	2.3%	\$6,405	2.4%

Other Income

Est. Median Disposable Income (2010)	\$41,764		\$36,716		\$38,885	
Proj. Median Disposable Income (2015)	\$44,064		\$38,729		\$41,016	
Est. Average Household Net Worth (2010)	\$414,306		\$375,735		\$410,565	

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Reading, PA

Household Income Distribution (2010)

	1 Mile		3 Miles		5 Miles	
HH Income \$200,000 or More	21	0.7%	275	1.0%	1,048	1.8%
HH Income \$150,000 to 199,999	48	1.6%	562	2.0%	1,618	2.8%
HH Income \$125,000 to 149,999	81	2.7%	583	2.1%	1,654	2.9%
HH Income \$100,000 to 124,999	223	7.6%	1,559	5.7%	3,414	6.0%
HH Income \$75,000 to 99,999	395	13.4%	2,876	10.5%	5,863	10.3%
HH Income \$50,000 to 74,999	672	22.8%	5,051	18.4%	10,220	17.9%
HH Income \$35,000 to 49,999	469	15.9%	4,292	15.6%	8,557	15.0%
HH Income \$25,000 to 34,999	399	13.5%	3,987	14.5%	7,770	13.6%
HH Income \$15,000 to 24,999	347	11.8%	4,196	15.3%	8,153	14.3%
HH Income \$10,000 to 14,999	161	5.5%	1,824	6.6%	3,693	6.5%
HH Income \$0 to 9,999	129	4.4%	2,256	8.2%	5,108	8.9%
HH Income \$35,000+	1,908	64.8%	15,199	55.3%	32,373	56.7%
HH Income \$50,000+	1,439	48.9%	10,907	39.7%	23,816	41.7%
HH Income \$75,000+	767	26.1%	5,856	21.3%	13,597	23.8%

Race & Ethnicity (2010)

	1 Mile		3 Miles		5 Miles	
Total Population	6,995		74,365		151,037	
White	6,724	96.1%	60,390	81.2%	126,686	83.9%
Black or African American	150	2.1%	9,799	13.2%	16,263	10.8%
American Indian & Alaska Native	6	0.1%	424	0.6%	783	0.5%
Asian	67	1.0%	1,358	1.8%	3,022	2.0%
Hawaiian & Pacific Islander	5	0.1%	111	0.1%	199	0.1%
Other Race	29	0.4%	1,884	2.5%	3,367	2.2%
Two or More Races	14	0.2%	399	0.5%	717	0.5%
Not Hispanic or Latino Population	6,301	90.1%	48,868	65.7%	104,902	69.5%
Non Hispanic: White	6,054	96.1%	42,340	86.6%	93,395	89.0%
Non Hispanic: Black or African American	132	2.1%	3,511	7.2%	5,945	5.7%
Non Hispanic: Amer Indian & AK Native	6	0.1%	265	0.5%	480	0.5%
Non Hispanic: Asian	61	1.0%	748	1.5%	1,807	1.7%
Non Hispanic: Hawaiian & Pacific Islander	5	0.1%	111	0.2%	185	0.2%
Non Hispanic: Other Race	29	0.5%	1,561	3.2%	2,525	2.4%
Non Hispanic: Two or More Races	13	0.2%	332	0.7%	565	0.5%
Hispanic or Latino Population	694	9.9%	25,498	34.3%	46,136	30.5%
Hispanic: White	670	96.5%	18,050	70.8%	33,291	72.2%
Hispanic: Black or African American	18	2.6%	6,288	24.7%	10,318	22.4%
Hispanic: American Indian & Alaska Native	-	-	159	0.6%	303	0.7%
Hispanic: Asian	6	0.8%	610	2.4%	1,215	2.6%
Hispanic: Hawaiian & Pacific Islander	-	-	-	-	14	-
Hispanic: Other Race	-	-	323	1.3%	842	1.8%
Hispanic: Two or More Races	1	0.1%	67	0.3%	152	0.3%
Not of Hispanic Origin Population (1990)	6,640	98.7%	60,493	89.1%	122,054	88.8%
Hispanic Origin Population (1990)	87	1.3%	7,396	10.9%	15,418	11.2%
Not Hispanic or Latino Population (2000)	6,579	94.9%	53,993	74.6%	113,959	77.8%
Hispanic or Latino Population (2000)	351	5.1%	18,375	25.4%	32,580	22.2%
Not Hispanic or Latino Population 5yr (2015)	5,995	86.9%	48,035	64.0%	103,167	67.4%
Hispanic or Latino Population 5yr (2015)	907	13.1%	27,071	36.0%	49,908	32.6%
Historical Annual Change (1990-2000)	263	30.2%	10,979	14.8%	17,161	11.1%
Projected Annual Change (2000-2015)	556	10.6%	8,696	3.2%	17,329	3.5%

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Age Distribution (2010)

	1 Mile		3 Miles		5 Miles	
Total Population	6,995		74,365		151,037	
Age 0 to 4 yrs	347	5.0%	5,510	7.4%	10,646	7.0%
Age 5 to 9 yrs	352	5.0%	5,143	6.9%	10,040	6.6%
Age 10 to 14 yrs	373	5.3%	4,982	6.7%	9,707	6.4%
Age 15 to 19 yrs	384	5.5%	5,603	7.5%	10,896	7.2%
Age 20 to 24 yrs	335	4.8%	5,827	7.8%	10,978	7.3%
Age 25 to 29 yrs	394	5.6%	5,211	7.0%	10,634	7.0%
Age 30 to 34 yrs	383	5.5%	4,621	6.2%	9,308	6.2%
Age 35 to 39 yrs	424	6.1%	4,323	5.8%	8,850	5.9%
Age 40 to 44 yrs	446	6.4%	4,556	6.1%	9,244	6.1%
Age 45 to 49 yrs	489	7.0%	4,764	6.4%	9,950	6.6%
Age 50 to 54 yrs	478	6.8%	4,644	6.2%	9,878	6.5%
Age 55 to 59 yrs	486	6.9%	4,180	5.6%	8,987	6.0%
Age 60 to 64 yrs	546	7.8%	3,989	5.4%	8,055	5.3%
Age 65 to 69 yrs	404	5.8%	3,134	4.2%	6,383	4.2%
Age 70 to 74 yrs	358	5.1%	2,514	3.4%	5,122	3.4%
Age 75 to 79 yrs	299	4.3%	2,035	2.7%	4,397	2.9%
Age 80 to 84 yrs	244	3.5%	1,609	2.2%	3,682	2.4%
Age 85 yrs plus	252	3.6%	1,721	2.3%	4,279	2.8%
Median Age	44.8 yrs		34.7 yrs		36.2 yrs	
Age 19 yrs or less	1,456	20.8%	21,238	28.6%	41,289	27.3%
Age 20 to 64 years	3,981	56.9%	42,114	56.6%	85,884	56.9%
Age 65 years Plus	1,557	22.3%	11,013	14.8%	23,864	15.8%

Female Age Distribution (2010)

Female Population	3,621	51.8%	38,239	51.4%	77,612	51.4%
Age 0 to 4 yrs	171	4.7%	2,687	7.0%	5,131	6.6%
Age 5 to 9 yrs	172	4.8%	2,525	6.6%	4,954	6.4%
Age 10 to 14 yrs	182	5.0%	2,387	6.2%	4,690	6.0%
Age 15 to 19 yrs	187	5.2%	2,761	7.2%	5,323	6.9%
Age 20 to 24 yrs	166	4.6%	2,920	7.6%	5,473	7.1%
Age 25 to 29 yrs	211	5.8%	2,674	7.0%	5,375	6.9%
Age 30 to 34 yrs	192	5.3%	2,272	5.9%	4,577	5.9%
Age 35 to 39 yrs	207	5.7%	2,185	5.7%	4,363	5.6%
Age 40 to 44 yrs	217	6.0%	2,340	6.1%	4,713	6.1%
Age 45 to 49 yrs	245	6.8%	2,419	6.3%	5,045	6.5%
Age 50 to 54 yrs	244	6.7%	2,452	6.4%	5,151	6.6%
Age 55 to 59 yrs	232	6.4%	2,142	5.6%	4,610	5.9%
Age 60 to 64 yrs	285	7.9%	2,133	5.6%	4,233	5.5%
Age 65 to 69 yrs	215	5.9%	1,691	4.4%	3,428	4.4%
Age 70 to 74 yrs	203	5.6%	1,380	3.6%	2,867	3.7%
Age 75 to 79 yrs	168	4.6%	1,169	3.1%	2,535	3.3%
Age 80 to 84 yrs	153	4.2%	975	2.6%	2,257	2.9%
Age 85 yrs plus	170	4.7%	1,129	3.0%	2,886	3.7%
Female Median Age	46.3 yrs		36.2 yrs		38.0 yrs	
Age 19 yrs or less	712	19.7%	10,359	27.1%	20,098	25.9%
Age 20 to 64 years	2,000	55.2%	21,536	56.3%	43,540	56.1%
Age 65 years Plus	909	25.1%	6,344	16.6%	13,973	18.0%

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Male Age Distribution (2010)

	1 Mile		3 Miles		5 Miles	
Male Population	3,374	48.2%	36,127	48.6%	73,425	48.6%
Age 0 to 4 yrs	176	5.2%	2,823	7.8%	5,515	7.5%
Age 5 to 9 yrs	179	5.3%	2,618	7.2%	5,085	6.9%
Age 10 to 14 yrs	192	5.7%	2,595	7.2%	5,017	6.8%
Age 15 to 19 yrs	197	5.8%	2,842	7.9%	5,572	7.6%
Age 20 to 24 yrs	169	5.0%	2,907	8.0%	5,506	7.5%
Age 25 to 29 yrs	183	5.4%	2,537	7.0%	5,259	7.2%
Age 30 to 34 yrs	191	5.7%	2,349	6.5%	4,731	6.4%
Age 35 to 39 yrs	217	6.4%	2,138	5.9%	4,487	6.1%
Age 40 to 44 yrs	229	6.8%	2,216	6.1%	4,531	6.2%
Age 45 to 49 yrs	244	7.2%	2,345	6.5%	4,905	6.7%
Age 50 to 54 yrs	234	6.9%	2,191	6.1%	4,727	6.4%
Age 55 to 59 yrs	254	7.5%	2,038	5.6%	4,377	6.0%
Age 60 to 64 yrs	261	7.7%	1,856	5.1%	3,822	5.2%
Age 65 to 69 yrs	189	5.6%	1,443	4.0%	2,955	4.0%
Age 70 to 74 yrs	155	4.6%	1,133	3.1%	2,255	3.1%
Age 75 to 79 yrs	131	3.9%	866	2.4%	1,863	2.5%
Age 80 to 84 yrs	91	2.7%	634	1.8%	1,425	1.9%
Age 85 yrs plus	82	2.4%	593	1.6%	1,393	1.9%
Male Median Age	43.4 yrs		33.3 yrs		34.5 yrs	
Age 19 yrs or less	744	22.1%	10,879	30.1%	21,190	28.9%
Age 20 to 64 years	1,982	58.7%	20,579	57.0%	42,344	57.7%
Age 65 years Plus	648	19.2%	4,669	12.9%	9,891	13.5%

Males per 100 Females (2010)

Overall Comparison	93		94		95	
Age 0 to 4 yrs	103	50.6%	105	51.2%	107	51.8%
Age 5 to 9 yrs	104	51.0%	104	50.9%	103	50.7%
Age 10 to 14 yrs	105	51.3%	109	52.1%	107	51.7%
Age 15 to 19 yrs	106	51.4%	103	50.7%	105	51.1%
Age 20 to 24 yrs	101	50.4%	100	49.9%	101	50.1%
Age 25 to 29 yrs	87	46.5%	95	48.7%	98	49.5%
Age 30 to 34 yrs	99	49.8%	103	50.8%	103	50.8%
Age 35 to 39 yrs	105	51.2%	98	49.5%	103	50.7%
Age 40 to 44 yrs	105	51.3%	95	48.6%	96	49.0%
Age 45 to 49 yrs	100	50.0%	97	49.2%	97	49.3%
Age 50 to 54 yrs	96	48.9%	89	47.2%	92	47.9%
Age 55 to 59 yrs	110	52.3%	95	48.8%	95	48.7%
Age 60 to 64 yrs	91	47.7%	87	46.5%	90	47.4%
Age 65 to 69 yrs	88	46.8%	85	46.1%	86	46.3%
Age 70 to 74 yrs	76	43.3%	82	45.1%	79	44.0%
Age 75 to 79 yrs	78	43.8%	74	42.6%	73	42.4%
Age 80 to 84 yrs	59	37.2%	65	39.4%	63	38.7%
Age 85 yrs plus	48	32.5%	53	34.4%	48	32.6%
Age 19 yrs or less	104	51.1%	105	51.2%	105	51.3%
Age 20 to 39 yrs	98	49.5%	99	49.7%	101	50.2%
Age 40 to 64 yrs	100	50.0%	93	48.1%	94	48.5%
Age 65 years Plus	71	41.6%	74	42.4%	71	41.4%

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Household Type (2010)						
Total Households	2,943		27,462		57,096	
Households with Children	815	27.7%	10,438	38.0%	20,454	35.8%
Average Household Size	2.35		2.64		2.55	
Est. Household Density	937.60	<i>psm</i>	971.68	<i>psm</i>	727.39	<i>psm</i>
Population Family	5,749	82.2%	60,281	81.1%	119,839	79.3%
Population Non-Family	1,158	16.6%	12,118	16.3%	25,623	17.0%
Population Group Qtrs	88	1.3%	1,966	2.6%	5,575	3.7%
Family Households	1,972	67.0%	18,420	67.1%	37,241	65.2%
<i>Married Couple Hhlds</i>	1,535	77.8%	11,300	61.3%	23,993	64.4%
<i>Other Family Hhlds</i>	437	22.2%	7,120	38.7%	13,247	35.6%
Family Households With Children	794	40.3%	10,249	55.6%	20,088	53.9%
<i>Married Couple With Children</i>	521	65.6%	4,881	47.6%	10,198	50.8%
<i>Other Family Hhlds With Children</i>	273	34.4%	5,368	52.4%	9,890	49.2%
Family Households No Children	1,178	59.7%	8,171	44.4%	17,153	46.1%
<i>Married Couple No Children</i>	1,014	86.1%	6,419	78.6%	13,795	80.4%
<i>Other Family Households No Children</i>	164	13.9%	1,752	21.4%	3,357	19.6%
Average Family Household Size	2.92		3.27		3.22	
Average Family Income	\$68,187		\$60,752		\$68,347	
Median Family Income	\$58,243		\$49,726		\$55,722	
Non-Family Households	971	33.0%	9,042	32.9%	19,855	34.8%
Non-Family Hhlds With Children	21	2.1%	189	2.1%	366	1.8%
Non-Family Hhld No Children	951	97.9%	8,853	97.9%	19,489	98.2%
<i>N-F Hhld Lone Person No Children</i>	816	84.0%	7,254	80.2%	16,180	81.5%
Lone Male Householder	308	37.7%	3,120	43.0%	6,931	42.8%
Lone Female Householder	508	62.3%	4,134	57.0%	9,249	57.2%
<i>N-F Hhld 2+ Persons No Children</i>	135	13.9%	1,599	17.7%	3,310	16.7%
Average Non-Family Hhld Size	1.19		1.34		1.29	
Marital Status (2010)						
(15 Years or Older)	5,920		58,733		120,630	
Never Married	1,195	20.2%	18,101	30.8%	35,441	29.4%
Now Married	3,321	56.1%	26,641	45.4%	55,653	46.1%
Previously Married	1,403	23.7%	13,990	23.8%	29,537	24.5%
Separated	206	14.7%	3,144	22.5%	7,502	25.4%
Widowed	655	46.6%	4,949	35.4%	10,095	34.2%
Divorced	542	38.7%	5,897	42.1%	11,939	40.4%
Educational Attainment (2010)						
Adult Population (25 Years or Older)	5,203		47,300		98,770	
Elementary (0 to 8)	230	4.4%	3,390	7.2%	6,887	7.0%
Some High School (9 to 11)	647	12.4%	6,936	14.7%	13,846	14.0%
High School Graduate (12)	2,453	47.2%	18,907	40.0%	37,060	37.5%
Some College (13 to 16)	805	15.5%	7,383	15.6%	15,276	15.5%
Associate Degree Only	321	6.2%	2,899	6.1%	6,374	6.5%
Bachelor Degree Only	455	8.7%	5,159	10.9%	12,597	12.8%
Graduate Degree	292	5.6%	2,626	5.6%	6,730	6.8%
Any College + (Some College or higher)	1,873	36.0%	18,067	38.2%	40,977	41.5%
College Degree + (Bachelor Degree or higher)	747	14.4%	7,785	16.5%	19,327	19.6%

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Housing (2010)

	1 Mile		3 Miles		5 Miles	
Total Housing Units	3,085		30,391		62,827	
Housing Units, Occupied	2,943	95.4%	27,462	90.4%	57,096	90.9%
Housing Units, Owner-Occupied	2,408	81.8%	18,070	65.8%	36,654	64.2%
Housing Units, Renter-Occupied	535	18.2%	9,392	34.2%	20,442	35.8%
Housing Units, Vacant	142	4.4%	2,928	8.8%	5,731	8.4%
Total Housing Units (2000)	3,072		29,775		61,500	
Historical Annual Change (2000-2010)	13	-	615	0.2%	1,327	0.2%

Household Size (2010)

Total Households	2,943		27,462		57,096	
1 Person Household	816	27.7%	7,254	26.4%	16,180	28.3%
2 Person Households	1,110	37.7%	8,743	31.8%	18,292	32.0%
3 Person Households	463	15.7%	4,381	16.0%	8,784	15.4%
4 Person Households	374	12.7%	3,741	13.6%	7,626	13.4%
5 Person Households	125	4.2%	1,843	6.7%	3,596	6.3%
6 Person Households	36	1.2%	856	3.1%	1,539	2.7%
7+ Person Households	20	0.7%	644	2.3%	1,079	1.9%

Household Stability (2010)

Total Households	2,943		27,462		57,096	
In current residence < 1 year	393	13.4%	5,428	19.8%	11,303	19.8%
In current residence 1-2 years	592	20.1%	7,435	27.1%	15,334	26.9%
In current residence 3-5 years	423	14.4%	4,151	15.1%	9,016	15.8%
In current residence 6-10 years	401	13.6%	3,142	11.4%	6,537	11.4%
In current residence > 10 years	1,134	38.5%	7,305	26.6%	14,907	26.1%
Turnover (% Annual Residential Turnover)	13.4%		19.8%		19.8%	
Stability (% In Current Residence 5+ Years)	52.2%		38.0%		37.6%	
Median Years in Residence	6.5 yrs		4.1 yrs		4.1 yrs	

Household Vehicles (2010)

Total Vehicles Available	5,173		42,821		90,051	
Household: 0 Vehicles Available	221	7.5%	3,999	14.6%	8,521	14.9%
Household: 1 Vehicles Available	1,033	35.1%	10,316	37.6%	20,683	36.2%
Household: 2 Vehicles Available	1,141	38.8%	8,840	32.2%	18,642	32.7%
Household: 3+ Vehicles Available	548	18.6%	4,308	15.7%	9,250	16.2%
Average Per Household	1.8 Vehicles		1.6 Vehicles		1.6 Vehicles	
Owner Occupied Hhlds Vehicles	4,579 88.5%		34,043 79.5%		70,811 78.6%	
Average Per Owner Household	1.9 Vehicles		1.9 Vehicles		1.9 Vehicles	
Renter Occupied Hhlds Vehicles	594 11.5%		8,778 20.5%		19,240 21.4%	
Average Per Renter Household	1.1 Vehicles		0.9 Vehicles		0.9 Vehicles	

Travel Time (2000)

Worker Base (16 Years or Older)	3,381		31,513		63,812	
Travel to Work in 14 Minutes or Less	1,548	45.8%	12,711	40.3%	24,775	38.8%
Travel to Work in 15 to 29 Minutes	1,362	40.3%	12,408	39.4%	25,299	39.6%
Travel to Work in 30 to 59 Minutes	326	9.6%	4,558	14.5%	9,349	14.7%
Travel to Work in 60 Minutes or More	87	2.6%	1,414	4.5%	3,129	4.9%
Work at Home	57	1.7%	422	1.3%	1,259	2.0%
Average Travel Time to Work	15.8 mins		19.0 mins		19.2 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: 40.38216/-75.92749



3240 North 5th Street

Reading, PA

Transportation To Work (2000)

	1 Mile		3 Miles		5 Miles	
Work Base	3,381		31,513		63,812	
Drive to Work Alone	2,910	86.1%	22,479	71.3%	46,857	73.4%
Drive to Work in Carpool	275	8.1%	5,013	15.9%	8,972	14.1%
Travel to Work - Public Transportation	32	0.9%	1,511	4.8%	2,481	3.9%
Drive to Work on Motorcycle	-	-	21	0.1%	54	0.1%
Bicycle to Work	-	-	102	0.3%	254	0.4%
Walk to Work	105	3.1%	1,707	5.4%	3,490	5.5%
Other Means	2	0.1%	258	0.8%	444	0.7%
Work at Home	57	1.7%	422	1.3%	1,259	2.0%

Daytime Demos (2010)

Total Number of Businesses	592		2,536		6,600	
Total Number of Employees	7,930		38,704		106,812	
Company Headqtrs: Businesses	-	-	2	0.1%	11	0.2%
Company Headqtrs: Employees	-	-	3,039	7.9%	4,044	3.8%
Employee Population per Business	13.4 to 1		15.3 to 1		16.2 to 1	
Residential Population per Business	11.8 to 1		29.3 to 1		22.9 to 1	
Est. Adj. Daytime Demographics (Age16+)	10,288		62,984		157,454	

Labor Force (2010)

Labor: Population Age 16+	5,834		57,662		118,592	
Unemployment Rate		4.9%		6.4%		6.5%
Labor Force Total: Males	2,779	47.6%	27,548	47.8%	56,776	47.9%
<i>Male civilian employed</i>	1,845	66.4%	16,952	61.5%	34,740	61.2%
<i>Male civilian unemployed</i>	107	3.9%	1,979	7.2%	4,138	7.3%
<i>Males in Armed Forces</i>	3	0.1%	76	0.3%	156	0.3%
<i>Males not in labor force</i>	824	29.7%	8,541	31.0%	17,742	31.2%
Labor Force Total: Females	3,055	52.4%	30,114	52.2%	61,816	52.1%
<i>Female civilian employed</i>	1,628	53.3%	16,348	54.3%	33,031	53.4%
<i>Female civilian unemployed</i>	178	5.8%	1,703	5.7%	3,523	5.7%
<i>Females in Armed Forces</i>	1	-	5	-	23	-
<i>Females not in labor force</i>	1,248	40.9%	12,058	40.0%	25,239	40.8%
Employment Force Change (2000-2010)	93	2.7%	1,820	5.8%	4,062	6.4%
Male Change (2000-2010)	-1	-	506	3.1%	1,048	3.1%
Female Change (2000-2010)	93	6.1%	1,314	8.7%	3,013	10.0%

Occupation (2000)

Occupation: Population Age 16+	3,380		31,480		63,710	
Occupation Total: Males	1,845	54.6%	16,446	52.2%	33,692	52.9%
Occupation Total: Females	1,535	45.4%	15,034	47.8%	30,018	47.1%
Mgmt, Business, & Financial Operations	261	7.7%	2,367	7.5%	6,084	9.5%
Professional and Related	473	14.0%	4,404	14.0%	10,078	15.8%
Service	502	14.9%	5,041	16.0%	9,740	15.3%
Sales and Office	978	28.9%	8,275	26.3%	16,777	26.3%
Farming, Fishing, & Forestry	-	-	579	1.8%	766	1.2%
Construction, Extraction, & Maintenance	377	11.1%	2,420	7.7%	4,722	7.4%
Production, Transport, & Material Moving	789	23.4%	8,394	26.7%	15,543	24.4%
White Collar		50.6%		47.8%		51.7%
Blue Collar		49.4%		52.2%		48.3%

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3240 North 5th Street

Reading, PA

Units In Structure (2000)

	1 Mile		3 Miles		5 Miles	
Total Units	3,072		29,775		61,500	
1 Detached Unit	1,616	52.6%	9,048	30.4%	20,583	33.5%
1 Attached Unit	1,032	33.6%	12,480	41.9%	23,124	37.6%
2 Units	120	3.9%	2,368	8.0%	3,989	6.5%
3 to 4 Units	88	2.9%	2,816	9.5%	5,352	8.7%
5 to 9 Units	49	1.6%	1,052	3.5%	2,633	4.3%
10 to 19 Units	48	1.6%	855	2.9%	1,619	2.6%
20 to 49 Units	54	1.8%	350	1.2%	1,118	1.8%
50 or more Units	20	0.6%	459	1.5%	2,392	3.9%
Mobile Home or Trailer	46	1.5%	348	1.2%	689	1.1%
Other Structure	-	-	-	-	-	-

Homes Built By Year (2000)

	1 Mile		3 Miles		5 Miles	
Homes Built 1999 to 2000	4	0.1%	140	0.5%	408	0.7%
Homes Built 1995 to 1998	71	2.3%	579	1.9%	1,378	2.2%
Homes Built 1990 to 1994	163	5.3%	1,072	3.6%	2,489	4.0%
Homes Built 1980 to 1989	108	3.5%	1,174	3.9%	3,592	5.8%
Homes Built 1970 to 1979	185	6.0%	1,843	6.2%	5,328	8.7%
Homes Built 1960 to 1969	453	14.7%	2,880	9.7%	5,772	9.4%
Homes Built 1950 to 1959	721	23.5%	4,204	14.1%	8,104	13.2%
Homes Built 1940 to 1949	463	15.1%	3,793	12.7%	7,302	11.9%
Homes Built Before 1939	904	29.4%	14,091	47.3%	27,129	44.1%
Median Age of Homes	47.6 yrs		56.8 yrs		53.9 yrs	

Home Values (2000)

	1 Mile		3 Miles		5 Miles	
Owner Specified Housing Units	2,282		16,343		33,056	
Home Values \$1,000,000 or More	-	-	-	-	11	-
Home Values \$750,000 to \$999,999	-	-	-	-	36	0.1%
Home Values \$500,000 to \$749,999	6	0.2%	18	0.1%	82	0.2%
Home Values \$400,000 to \$499,999	-	-	35	0.2%	114	0.3%
Home Values \$300,000 to \$399,999	14	0.6%	76	0.5%	352	1.1%
Home Values \$250,000 to \$299,999	24	1.0%	140	0.9%	401	1.2%
Home Values \$200,000 to \$249,999	7	0.3%	175	1.1%	752	2.3%
Home Values \$175,000 to \$199,999	67	3.0%	258	1.6%	842	2.5%
Home Values \$150,000 to \$174,999	32	1.4%	551	3.4%	1,461	4.4%
Home Values \$125,000 to \$149,999	188	8.2%	1,233	7.5%	2,824	8.5%
Home Values \$100,000 to \$124,999	369	16.2%	1,735	10.6%	4,120	12.5%
Home Values \$90,000 to \$99,999	363	15.9%	1,228	7.5%	2,649	8.0%
Home Values \$80,000 to \$89,999	387	17.0%	1,300	8.0%	2,901	8.8%
Home Values \$70,000 to \$79,999	419	18.4%	1,515	9.3%	3,050	9.2%
Home Values \$60,000 to \$69,999	240	10.5%	1,334	8.2%	2,495	7.5%
Home Values \$50,000 to \$59,999	110	4.8%	1,198	7.3%	2,068	6.3%
Home Values \$35,000 to \$49,999	47	2.1%	3,202	19.6%	4,800	14.5%
Home Values \$25,000 to \$34,999	3	0.1%	1,624	9.9%	2,648	8.0%
Home Values \$10,000 to \$24,999	5	0.2%	668	4.1%	1,372	4.1%
Home Values \$0 to \$9,999	1	-	53	0.3%	79	0.2%
Owner Occupied Median Home Value	\$91,228		\$74,026		\$84,574	
Renter Occupied Median Rent	\$506		\$352		\$359	
Average Property Value (2010)	\$93,795		\$73,417		\$102,159	

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3240 North 5th Street

Reading, PA

Consumer Expenditure (Annual Total)

	1 Mile	3 Miles	5 Miles
Total Household Expenditure (2010)	\$143 M	\$1.25 B	\$2.73 B
<i>Total Non-Retail Expenditures (2010)</i>	\$81.8 M	\$715 M	\$1.57 B
<i>Total Retail Expenditures (2010)</i>	\$60.9 M	\$533 M	\$1.17 B
Apparel (2010)	\$6.75 M	\$59.5 M	\$131 M
Contributions (2010)	\$4.96 M	\$43.3 M	\$98.2 M
Education (2010)	\$3.09 M	\$27.8 M	\$63.3 M
Entertainment (2010)	\$7.93 M	\$69.2 M	\$152 M
Food And Beverages (2010)	\$22.1 M	\$195 M	\$424 M
Furnishings And Equipment (2010)	\$6.19 M	\$53.2 M	\$118 M
Gifts (2010)	\$3.61 M	\$31.3 M	\$70.4 M
Health Care (2010)	\$9.10 M	\$79.8 M	\$172 M
Household Operations (2010)	\$4.88 M	\$42.6 M	\$95.2 M
Miscellaneous Expenses (2010)	\$2.44 M	\$21.3 M	\$46.3 M
Personal Care (2010)	\$2.08 M	\$18.2 M	\$39.8 M
Personal Insurance (2010)	\$1.39 M	\$12.1 M	\$27.2 M
Reading (2010)	\$469 K	\$4.08 M	\$8.96 M
Shelter (2010)	\$27.4 M	\$239 M	\$526 M
Tobacco (2010)	\$995 K	\$8.90 M	\$18.9 M
Transportation (2010)	\$29.1 M	\$251 M	\$546 M
Utilities (2010)	\$10.2 M	\$90.8 M	\$196 M

Consumer Expenditure (per Household per Month)

	1 Mile		3 Miles		5 Miles	
Total Household Expenditure (2010)	\$4,040		\$3,786		\$3,988	
<i>Total Non-Retail Expenditures (2010)</i>	\$2,317	57.4%	\$2,168	57.3%	\$2,286	57.3%
<i>Total Retail Expenditures (2010)</i>	\$1,723	42.6%	\$1,618	42.7%	\$1,702	42.7%
Apparel (2010)	\$191	4.7%	\$181	4.8%	\$191	4.8%
Contributions (2010)	\$140	3.5%	\$131	3.5%	\$143	3.6%
Education (2010)	\$87	2.2%	\$84	2.2%	\$92	2.3%
Entertainment (2010)	\$224	5.6%	\$210	5.5%	\$222	5.6%
Food And Beverages (2010)	\$627	15.5%	\$592	15.6%	\$619	15.5%
Furnishings And Equipment (2010)	\$175	4.3%	\$162	4.3%	\$172	4.3%
Gifts (2010)	\$102	2.5%	\$95	2.5%	\$103	2.6%
Health Care (2010)	\$258	6.4%	\$242	6.4%	\$251	6.3%
Household Operations (2010)	\$138	3.4%	\$129	3.4%	\$139	3.5%
Miscellaneous Expenses (2010)	\$69	1.7%	\$65	1.7%	\$68	1.7%
Personal Care (2010)	\$59	1.5%	\$55	1.5%	\$58	1.5%
Personal Insurance (2010)	\$39	1.0%	\$37	1.0%	\$40	1.0%
Reading (2010)	\$13	0.3%	\$12	0.3%	\$13	0.3%
Shelter (2010)	\$775	19.2%	\$726	19.2%	\$768	19.3%
Tobacco (2010)	\$28	0.7%	\$27	0.7%	\$28	0.7%
Transportation (2010)	\$823	20.4%	\$762	20.1%	\$797	20.0%
Utilities (2010)	\$289	7.2%	\$275	7.3%	\$286	7.2%

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