

Bala Cynwyd Shopping Center  
59 E City Ave, Bala Cynwyd, Pennsylvania, 19004  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 40.00205  
Longitude: -75.22482

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	21,338	237,940	800,025
2010 Total Population	19,414	223,823	782,135
2019 Total Population	20,716	233,392	825,197
2019 Group Quarters	2,282	7,233	41,716
2024 Total Population	22,225	238,917	847,740
2017-2022 Annual Rate	1.42%	0.47%	0.54%
2019 Total Daytime Population	36,176	220,680	979,722
Workers	24,632	87,986	511,056
Residents	11,544	132,694	468,666
<b>Household Summary</b>			
2000 Households	9,693	94,842	312,742
2000 Average Household Size	1.94	2.43	2.43
2010 Households	8,815	92,712	315,344
2010 Average Household Size	1.95	2.34	2.35
2019 Households	9,388	96,525	333,621
2019 Average Household Size	1.96	2.34	2.35
2024 Households	10,083	98,664	343,067
2024 Average Household Size	1.98	2.35	2.35
2017-2022 Annual Rate	1.44%	0.44%	0.56%
2010 Families	3,809	50,806	166,305
2010 Average Family Size	2.86	3.09	3.15
2019 Families	4,008	52,215	171,556
2019 Average Family Size	2.89	3.10	3.17
2024 Families	4,370	53,259	174,949
2024 Average Family Size	2.89	3.11	3.17
2017-2022 Annual Rate	1.74%	0.40%	0.39%
<b>Housing Unit Summary</b>			
2000 Housing Units	10,680	108,223	356,974
Owner Occupied Housing Units	37.8%	51.5%	47.3%
Renter Occupied Housing Units	52.9%	36.1%	40.3%
Vacant Housing Units	9.2%	12.4%	12.4%
2010 Housing Units	10,187	106,979	359,307
Owner Occupied Housing Units	38.1%	47.1%	43.9%
Renter Occupied Housing Units	48.4%	39.5%	43.9%
Vacant Housing Units	13.5%	13.3%	12.2%
2019 Housing Units	10,714	110,613	377,052
Owner Occupied Housing Units	34.5%	42.0%	38.9%
Renter Occupied Housing Units	53.1%	45.3%	49.6%
Vacant Housing Units	12.4%	12.7%	11.5%
2024 Housing Units	11,376	112,685	386,166
Owner Occupied Housing Units	32.9%	41.4%	38.2%
Renter Occupied Housing Units	55.7%	46.1%	50.6%
Vacant Housing Units	11.4%	12.4%	11.2%
<b>Median Household Income</b>			
2019	\$44,099	\$40,815	\$40,098
2024	\$52,230	\$49,012	\$48,046
<b>Median Home Value</b>			
2019	\$364,952	\$192,273	\$193,103
2024	\$413,412	\$213,743	\$217,490
<b>Per Capita Income</b>			
2019	\$39,757	\$31,301	\$30,082
2024	\$45,388	\$35,671	\$34,695
<b>Median Age</b>			
2010	40.3	35.3	32.9
2019	42.3	36.9	34.4
2024	43.6	38.3	35.5

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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<b>2019 Households by Income</b>			
Household Income Base	9,388	96,522	333,608
<\$15,000	28.2%	27.9%	27.8%
\$15,000 - \$24,999	9.0%	9.9%	10.1%
\$25,000 - \$34,999	6.3%	7.6%	7.9%
\$35,000 - \$49,999	9.7%	10.2%	10.2%
\$50,000 - \$74,999	12.2%	14.0%	13.3%
\$75,000 - \$99,999	8.6%	8.5%	8.3%
\$100,000 - \$149,999	10.1%	10.0%	10.2%
\$150,000 - \$199,999	5.2%	4.7%	4.9%
\$200,000+	10.7%	7.4%	7.3%
Average Household Income	\$87,187	\$75,411	\$73,915
<b>2024 Households by Income</b>			
Household Income Base	10,083	98,661	343,054
<\$15,000	25.2%	25.1%	25.3%
\$15,000 - \$24,999	8.2%	8.7%	8.9%
\$25,000 - \$34,999	5.8%	7.0%	7.2%
\$35,000 - \$49,999	9.3%	9.6%	9.6%
\$50,000 - \$74,999	12.2%	14.2%	13.3%
\$75,000 - \$99,999	9.2%	9.1%	8.8%
\$100,000 - \$149,999	11.3%	11.8%	12.0%
\$150,000 - \$199,999	6.7%	6.0%	6.3%
\$200,000+	12.0%	8.3%	8.5%
Average Household Income	\$99,453	\$86,115	\$85,243
<b>2019 Owner Occupied Housing Units by Value</b>			
Total	3,691	46,451	146,572
<\$50,000	1.2%	9.5%	8.4%
\$50,000 - \$99,999	3.3%	18.4%	19.5%
\$100,000 - \$149,999	8.8%	12.6%	13.2%
\$150,000 - \$199,999	14.2%	11.3%	10.3%
\$200,000 - \$249,999	9.3%	10.3%	8.8%
\$250,000 - \$299,999	7.6%	7.2%	7.3%
\$300,000 - \$399,999	8.4%	7.9%	10.5%
\$400,000 - \$499,999	11.6%	6.4%	7.4%
\$500,000 - \$749,999	21.6%	9.8%	8.9%
\$750,000 - \$999,999	11.0%	4.0%	2.8%
\$1,000,000 +	2.4%	1.9%	1.7%
Average Home Value	\$432,317	\$287,501	\$286,484
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	3,741	46,663	147,466
<\$50,000	0.6%	7.4%	6.5%
\$50,000 - \$99,999	2.1%	16.3%	17.2%
\$100,000 - \$149,999	7.5%	12.2%	12.9%
\$150,000 - \$199,999	13.7%	11.3%	10.3%
\$200,000 - \$249,999	8.9%	10.3%	8.7%
\$250,000 - \$299,999	7.6%	7.8%	7.6%
\$300,000 - \$399,999	8.0%	8.6%	11.2%
\$400,000 - \$499,999	12.5%	7.3%	8.5%
\$500,000 - \$749,999	24.5%	11.2%	10.6%
\$750,000 - \$999,999	11.8%	4.1%	3.1%
\$1,000,000 +	2.5%	2.3%	1.9%
Average Home Value	\$456,536	\$314,002	\$310,706

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

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<b>2010 Population by Age</b>			
Total	19,412	223,822	782,136
0 - 4	4.3%	6.2%	6.3%
5 - 9	3.8%	5.8%	5.6%
10 - 14	3.9%	5.9%	5.7%
15 - 24	18.5%	16.8%	19.5%
25 - 34	14.5%	14.9%	15.7%
35 - 44	9.5%	11.5%	11.5%
45 - 54	11.5%	13.8%	12.9%
55 - 64	12.5%	11.5%	10.7%
65 - 74	9.2%	6.6%	6.2%
75 - 84	7.3%	4.7%	4.1%
85 +	5.0%	2.2%	1.8%
18 +	85.4%	78.0%	78.5%
<b>2019 Population by Age</b>			
Total	20,718	233,391	825,197
0 - 4	3.9%	5.7%	5.7%
5 - 9	3.6%	5.7%	5.6%
10 - 14	3.9%	5.7%	5.6%
15 - 24	16.9%	14.6%	17.1%
25 - 34	14.8%	16.1%	16.9%
35 - 44	9.3%	11.2%	11.5%
45 - 54	9.9%	11.5%	10.9%
55 - 64	13.0%	13.0%	11.8%
65 - 74	11.4%	9.3%	8.6%
75 - 84	8.0%	4.9%	4.3%
85 +	5.3%	2.4%	2.0%
18 +	86.1%	79.5%	79.9%
<b>2024 Population by Age</b>			
Total	22,226	238,919	847,740
0 - 4	4.0%	5.6%	5.7%
5 - 9	3.6%	5.4%	5.3%
10 - 14	3.8%	5.5%	5.4%
15 - 24	16.0%	14.0%	16.7%
25 - 34	14.2%	15.3%	16.2%
35 - 44	9.8%	12.1%	12.4%
45 - 54	9.7%	11.0%	10.5%
55 - 64	12.2%	12.2%	11.1%
65 - 74	12.0%	10.4%	9.5%
75 - 84	9.2%	5.9%	5.2%
85 +	5.6%	2.5%	2.0%
18 +	86.2%	80.1%	80.4%
<b>2010 Population by Sex</b>			
Males	8,651	102,000	362,573
Females	10,763	121,823	419,562
<b>2019 Population by Sex</b>			
Males	9,309	107,053	384,717
Females	11,408	126,339	440,481
<b>2024 Population by Sex</b>			
Males	9,998	110,236	396,957
Females	12,227	128,681	450,783

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<b>2010 Population by Race/Ethnicity</b>			
Total	19,413	223,823	782,135
White Alone	49.3%	32.9%	34.6%
Black Alone	41.3%	61.5%	54.1%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	5.8%	2.4%	4.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.9%	0.7%	3.4%
Two or More Races	2.4%	2.0%	2.6%
Hispanic Origin	2.8%	2.6%	7.8%
Diversity Index	60.6	53.7	64.6
<b>2019 Population by Race/Ethnicity</b>			
Total	20,717	233,392	825,197
White Alone	46.2%	32.0%	32.7%
Black Alone	41.8%	60.8%	53.2%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	7.4%	3.2%	6.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.2%	1.0%	4.2%
Two or More Races	3.1%	2.6%	3.2%
Hispanic Origin	4.1%	3.8%	9.8%
Diversity Index	63.7	56.2	67.6
<b>2024 Population by Race/Ethnicity</b>			
Total	22,225	238,918	847,740
White Alone	45.8%	31.5%	31.7%
Black Alone	40.4%	60.1%	52.7%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	8.6%	3.8%	7.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.4%	1.2%	4.6%
Two or More Races	3.5%	3.0%	3.6%
Hispanic Origin	5.0%	4.8%	11.2%
Diversity Index	65.6	58.0	69.4
<b>2010 Population by Relationship and Household Type</b>			
Total	19,414	223,823	782,135
In Households	88.3%	96.8%	94.7%
In Family Households	57.6%	72.7%	69.5%
Householder	19.6%	22.7%	21.3%
Spouse	13.2%	10.7%	10.1%
Child	20.2%	31.4%	30.4%
Other relative	3.2%	5.3%	5.2%
Nonrelative	1.4%	2.5%	2.5%
In Nonfamily Households	30.8%	24.1%	25.1%
In Group Quarters	11.7%	3.2%	5.3%
Institutionalized Population	5.0%	0.9%	0.9%
Noninstitutionalized Population	6.7%	2.3%	4.4%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

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<b>2019 Population 25+ by Educational Attainment</b>			
Total	14,859	159,534	544,841
Less than 9th Grade	2.1%	2.2%	3.5%
9th - 12th Grade, No Diploma	5.1%	8.4%	8.7%
High School Graduate	15.5%	25.1%	25.0%
GED/Alternative Credential	2.2%	3.4%	3.4%
Some College, No Degree	16.1%	19.1%	16.6%
Associate Degree	4.5%	5.6%	5.1%
Bachelor's Degree	26.3%	18.5%	19.4%
Graduate/Professional Degree	28.3%	17.8%	18.3%
<b>2019 Population 15+ by Marital Status</b>			
Total	18,363	193,517	685,752
Never Married	45.7%	53.3%	55.7%
Married	33.5%	30.6%	29.7%
Widowed	8.8%	6.4%	5.7%
Divorced	12.0%	9.8%	8.9%
<b>2019 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	95.3%	93.1%	92.5%
Civilian Unemployed (Unemployment Rate)	4.7%	6.9%	7.5%
<b>2019 Employed Population 16+ by Industry</b>			
Total	9,327	102,726	364,088
Agriculture/Mining	0.1%	0.2%	0.2%
Construction	2.1%	3.2%	3.1%
Manufacturing	4.1%	4.1%	4.6%
Wholesale Trade	1.7%	1.5%	1.7%
Retail Trade	6.6%	8.1%	8.4%
Transportation/Utilities	5.2%	7.5%	6.1%
Information	2.3%	2.2%	1.9%
Finance/Insurance/Real Estate	7.7%	7.1%	6.7%
Services	62.8%	59.9%	62.2%
Public Administration	7.4%	6.3%	5.1%
<b>2019 Employed Population 16+ by Occupation</b>			
Total	9,326	102,727	364,088
White Collar	78.5%	67.3%	67.3%
Management/Business/Financial	16.2%	15.3%	15.0%
Professional	40.4%	29.3%	30.6%
Sales	8.7%	9.7%	9.5%
Administrative Support	13.2%	13.0%	12.2%
Services	15.1%	21.3%	21.0%
Blue Collar	6.3%	11.5%	11.6%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	1.5%	2.4%	2.3%
Installation/Maintenance/Repair	0.7%	1.7%	1.5%
Production	1.9%	2.3%	2.7%
Transportation/Material Moving	2.2%	4.9%	5.0%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	19,414	223,823	782,135
Population Inside Urbanized Area	100.0%	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.0%

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<b>2010 Households by Type</b>			
Total	8,815	92,711	315,344
Households with 1 Person	47.8%	35.8%	37.0%
Households with 2+ People	52.2%	64.2%	63.0%
Family Households	43.2%	54.8%	52.7%
Husband-wife Families	29.2%	25.8%	25.1%
With Related Children	11.5%	11.0%	10.8%
Other Family (No Spouse Present)	14.0%	29.0%	27.6%
Other Family with Male Householder	3.3%	5.6%	5.3%
With Related Children	1.3%	2.7%	2.5%
Other Family with Female Householder	10.8%	23.4%	22.3%
With Related Children	5.8%	14.5%	14.3%
Nonfamily Households	9.0%	9.4%	10.3%
All Households with Children	18.8%	28.5%	27.9%
Multigenerational Households	2.5%	5.7%	5.8%
Unmarried Partner Households	4.2%	6.9%	7.2%
Male-female	3.7%	6.1%	6.2%
Same-sex	0.5%	0.8%	1.0%
<b>2010 Households by Size</b>			
Total	8,814	92,712	315,344
1 Person Household	47.8%	35.8%	37.0%
2 Person Household	29.2%	29.3%	28.4%
3 Person Household	10.9%	15.8%	15.0%
4 Person Household	7.5%	10.5%	10.2%
5 Person Household	3.0%	5.0%	5.2%
6 Person Household	1.0%	2.1%	2.3%
7 + Person Household	0.6%	1.6%	1.9%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	8,815	92,712	315,344
Owner Occupied	44.1%	54.4%	50.0%
Owned with a Mortgage/Loan	29.0%	33.3%	31.0%
Owned Free and Clear	15.1%	21.1%	18.9%
Renter Occupied	55.9%	45.6%	50.0%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	10,187	106,979	359,307
Housing Units Inside Urbanized Area	100.0%	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.0%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	Social Security Set (9F)	Modest Income Homes	Modest Income Homes
<b>2.</b>	Old and Newcomers (8F)	Emerald City (8B)	Metro Renters (3B)
<b>3.</b>	Urban Chic (2A)	City Strivers (11A)	City Commons (11E)
<b>2019 Consumer Spending</b>			
Apparel & Services: Total \$	\$20,447,749	\$183,996,795	\$632,781,956
Average Spent	\$2,178.07	\$1,906.21	\$1,896.71
Spending Potential Index	102	89	89
Education: Total \$	\$15,218,381	\$133,489,927	\$461,838,211
Average Spent	\$1,621.05	\$1,382.96	\$1,384.32
Spending Potential Index	102	87	87
Entertainment/Recreation: Total \$	\$30,032,749	\$270,252,878	\$909,731,961
Average Spent	\$3,199.06	\$2,799.82	\$2,726.84
Spending Potential Index	98	86	83
Food at Home: Total \$	\$49,323,007	\$443,360,615	\$1,508,170,789
Average Spent	\$5,253.84	\$4,593.22	\$4,520.61
Spending Potential Index	102	89	87
Food Away from Home: Total \$	\$34,837,513	\$311,013,014	\$1,065,935,338
Average Spent	\$3,710.86	\$3,222.10	\$3,195.05
Spending Potential Index	101	88	87
Health Care: Total \$	\$54,236,649	\$493,529,737	\$1,631,283,289
Average Spent	\$5,777.23	\$5,112.97	\$4,889.63
Spending Potential Index	97	86	82
HH Furnishings & Equipment: Total \$	\$19,527,192	\$174,840,324	\$589,360,467
Average Spent	\$2,080.02	\$1,811.35	\$1,766.56
Spending Potential Index	98	85	83
Personal Care Products & Services: Total \$	\$8,376,000	\$74,236,759	\$250,442,051
Average Spent	\$892.20	\$769.09	\$750.68
Spending Potential Index	101	87	85
Shelter: Total \$	\$183,182,595	\$1,591,879,492	\$5,479,467,700
Average Spent	\$19,512.42	\$16,491.89	\$16,424.23
Spending Potential Index	105	89	89
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$23,738,052	\$206,813,819	\$684,044,223
Average Spent	\$2,528.55	\$2,142.59	\$2,050.36
Spending Potential Index	102	86	83
Travel: Total \$	\$20,579,102	\$177,494,230	\$599,282,274
Average Spent	\$2,192.06	\$1,838.84	\$1,796.30
Spending Potential Index	98	82	80
Vehicle Maintenance & Repairs: Total \$	\$11,283,837	\$96,755,067	\$324,605,774
Average Spent	\$1,201.94	\$1,002.38	\$972.98
Spending Potential Index	105	88	85

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.