

South Philadelphia  
2301 W Oregon Ave, Philadelphia, Pennsylvania, 19145  
Rings: 1, 3, 5 mile radii

Prepared by WHLR  
Latitude: 39.92076  
Longitude: -75.18615

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2010 Total Population	50,771	330,465	715,076
2020 Total Population	50,648	366,014	775,938
2020 Group Quarters	119	15,726	30,215
2022 Total Population	50,801	371,047	785,605
2022 Group Quarters	119	15,726	30,216
2027 Total Population	49,868	371,802	789,420
2022-2027 Annual Rate	-0.37%	0.04%	0.10%
2022 Total Daytime Population	47,009	556,490	962,709
Workers	17,615	360,720	519,297
Residents	29,394	195,770	443,412
<b>Household Summary</b>			
2010 Households	20,273	141,889	289,473
2010 Average Household Size	2.50	2.19	2.35
2020 Total Households	21,402	166,015	331,840
2020 Average Household Size	2.36	2.11	2.25
2022 Total Households	21,619	169,281	338,053
2022 Average Household Size	2.34	2.10	2.23
2027 Total Households	21,320	170,608	342,106
2027 Average Household Size	2.33	2.09	2.22
2022-2027 Annual Rate	-0.28%	0.16%	0.24%
2010 Families	12,462	63,658	148,606
2010 Average Family Size	3.19	3.09	3.18
2022 Total Families	13,025	70,867	162,493
2022 Average Family Size	3.04	3.03	3.11
2027 Total Families	12,880	71,027	163,422
2027 Average Family Size	3.01	3.00	3.08
2022-2027 Annual Rate	-0.22%	0.05%	0.11%
<b>Housing Unit Summary</b>			
2000 Housing Units	23,483	154,762	324,358
Owner Occupied Housing Units	58.4%	43.2%	45.0%
Renter Occupied Housing Units	26.9%	44.4%	41.0%
Vacant Housing Units	14.7%	12.4%	14.0%
2010 Housing Units	22,723	160,011	330,761
Owner Occupied Housing Units	54.9%	40.7%	41.6%
Renter Occupied Housing Units	34.4%	48.0%	45.9%
Vacant Housing Units	10.8%	11.3%	12.5%
2020 Housing Units	23,643	184,447	372,760
Vacant Housing Units	9.5%	10.0%	11.0%
2022 Housing Units	23,866	188,850	381,456
Owner Occupied Housing Units	56.0%	40.1%	40.4%
Renter Occupied Housing Units	34.6%	49.5%	48.2%
Vacant Housing Units	9.4%	10.4%	11.4%
2027 Housing Units	23,992	193,610	391,477
Owner Occupied Housing Units	55.8%	39.3%	39.7%
Renter Occupied Housing Units	33.1%	48.8%	47.6%
Vacant Housing Units	11.1%	11.9%	12.6%
<b>Median Household Income</b>			
2022	\$52,224	\$63,055	\$54,223
2027	\$60,622	\$77,427	\$64,240
<b>Median Home Value</b>			
2022	\$243,030	\$297,591	\$242,391
2027	\$284,504	\$349,670	\$295,189
<b>Per Capita Income</b>			
2022	\$32,843	\$48,533	\$39,025
2027	\$39,435	\$58,179	\$46,836
<b>Median Age</b>			
2010	36.3	31.6	31.9
2022	38.9	34.3	34.3
2027	40.2	35.2	35.4

**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:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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<b>2022 Households by Income</b>			
Household Income Base	21,616	169,259	338,017
<\$15,000	15.5%	14.1%	17.3%
\$15,000 - \$24,999	11.2%	7.4%	8.6%
\$25,000 - \$34,999	7.8%	7.8%	8.7%
\$35,000 - \$49,999	13.3%	11.0%	11.8%
\$50,000 - \$74,999	17.3%	15.8%	15.8%
\$75,000 - \$99,999	12.1%	11.2%	11.0%
\$100,000 - \$149,999	12.3%	12.7%	11.5%
\$150,000 - \$199,999	5.6%	7.9%	6.6%
\$200,000+	4.9%	12.0%	8.6%
Average Household Income	\$77,572	\$105,950	\$90,375
<b>2027 Households by Income</b>			
Household Income Base	21,317	170,586	342,070
<\$15,000	13.0%	11.2%	14.3%
\$15,000 - \$24,999	8.4%	5.7%	6.9%
\$25,000 - \$34,999	7.4%	6.8%	7.7%
\$35,000 - \$49,999	12.7%	10.0%	10.9%
\$50,000 - \$74,999	16.4%	14.8%	15.5%
\$75,000 - \$99,999	12.8%	11.9%	11.8%
\$100,000 - \$149,999	15.1%	14.3%	13.1%
\$150,000 - \$199,999	7.7%	10.5%	8.8%
\$200,000+	6.5%	14.8%	10.9%
Average Household Income	\$92,737	\$126,363	\$107,785
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	13,361	75,779	154,010
<\$50,000	1.3%	2.1%	5.0%
\$50,000 - \$99,999	7.3%	8.7%	15.4%
\$100,000 - \$149,999	9.0%	4.9%	8.5%
\$150,000 - \$199,999	13.0%	8.2%	10.6%
\$200,000 - \$249,999	22.6%	14.0%	12.4%
\$250,000 - \$299,999	16.7%	12.8%	10.5%
\$300,000 - \$399,999	19.6%	19.6%	14.9%
\$400,000 - \$499,999	6.2%	9.0%	7.3%
\$500,000 - \$749,999	3.4%	13.8%	10.2%
\$750,000 - \$999,999	0.3%	4.1%	2.9%
\$1,000,000 - \$1,499,999	0.1%	1.7%	1.4%
\$1,500,000 - \$1,999,999	0.5%	0.5%	0.3%
\$2,000,000 +	0.2%	0.6%	0.6%
Average Home Value	\$270,161	\$369,855	\$309,227
<b>2027 Owner Occupied Housing Units by Value</b>			
Total	13,382	76,129	155,524
<\$50,000	0.5%	1.0%	3.3%
\$50,000 - \$99,999	2.9%	4.6%	9.1%
\$100,000 - \$149,999	4.5%	2.6%	5.6%
\$150,000 - \$199,999	8.4%	5.7%	9.2%
\$200,000 - \$249,999	20.9%	12.7%	12.4%
\$250,000 - \$299,999	18.7%	13.0%	11.4%
\$300,000 - \$399,999	25.3%	21.1%	16.9%
\$400,000 - \$499,999	10.3%	12.3%	10.4%
\$500,000 - \$749,999	6.9%	19.6%	15.2%
\$750,000 - \$999,999	0.5%	4.7%	3.8%
\$1,000,000 - \$1,499,999	0.1%	1.9%	1.7%
\$1,500,000 - \$1,999,999	1.0%	0.5%	0.4%
\$2,000,000 +	0.1%	0.4%	0.6%
Average Home Value	\$324,897	\$415,935	\$364,440

**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.

**Source:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

## Market Profile

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<b>2010 Population by Age</b>			
Total	50,771	330,467	715,077
0 - 4	7.0%	5.7%	6.5%
5 - 9	6.2%	4.6%	5.7%
10 - 14	6.4%	4.2%	5.5%
15 - 24	14.6%	20.6%	19.4%
25 - 34	14.2%	21.0%	17.8%
35 - 44	12.7%	11.9%	11.9%
45 - 54	13.7%	11.2%	12.3%
55 - 64	11.1%	9.5%	9.7%
65 - 74	6.9%	5.9%	5.8%
75 - 84	5.0%	3.8%	3.8%
85 +	2.2%	1.7%	1.6%
18 +	76.0%	82.6%	78.7%
<b>2022 Population by Age</b>			
Total	50,803	371,046	785,605
0 - 4	6.2%	4.9%	5.7%
5 - 9	6.5%	4.7%	5.6%
10 - 14	6.3%	4.4%	5.3%
15 - 24	11.4%	16.6%	16.1%
25 - 34	14.3%	20.9%	18.6%
35 - 44	13.2%	14.0%	13.1%
45 - 54	11.6%	9.9%	10.3%
55 - 64	12.6%	10.0%	10.8%
65 - 74	9.8%	8.3%	8.4%
75 - 84	5.6%	4.4%	4.3%
85 +	2.6%	1.8%	1.8%
18 +	77.7%	83.4%	80.5%
<b>2027 Population by Age</b>			
Total	49,867	371,802	789,421
0 - 4	6.2%	4.9%	5.7%
5 - 9	6.1%	4.4%	5.2%
10 - 14	6.3%	4.3%	5.1%
15 - 24	11.3%	17.2%	16.3%
25 - 34	12.9%	18.8%	17.0%
35 - 44	13.7%	15.0%	14.2%
45 - 54	11.8%	10.3%	10.5%
55 - 64	11.7%	9.4%	10.0%
65 - 74	10.7%	8.6%	9.0%
75 - 84	6.7%	5.2%	5.1%
85 +	2.7%	1.9%	1.9%
18 +	77.8%	83.8%	81.0%
<b>2010 Population by Sex</b>			
Males	23,417	159,073	338,106
Females	27,354	171,392	376,970
<b>2022 Population by Sex</b>			
Males	23,654	179,822	373,428
Females	27,147	191,225	412,177
<b>2027 Population by Sex</b>			
Males	23,268	180,599	376,459
Females	26,599	191,202	412,962

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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<b>2010 Population by Race/Ethnicity</b>			
Total	50,772	330,464	715,077
White Alone	45.4%	47.8%	35.8%
Black Alone	38.9%	34.4%	50.1%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	11.8%	12.4%	7.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.5%	2.4%	3.6%
Two or More Races	2.1%	2.7%	2.7%
Hispanic Origin	3.9%	5.8%	7.8%
Diversity Index	65.6	67.6	66.9
<b>2020 Population by Race/Ethnicity</b>			
Total	50,648	366,014	775,938
White Alone	49.7%	48.9%	36.5%
Black Alone	27.7%	26.6%	42.8%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	14.0%	14.2%	9.3%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	3.3%	4.0%	5.0%
Two or More Races	5.0%	6.0%	6.0%
Hispanic Origin	6.6%	7.9%	9.5%
Diversity Index	69.6	71.4	72.6
<b>2022 Population by Race/Ethnicity</b>			
Total	50,802	371,048	785,606
White Alone	49.1%	48.4%	36.3%
Black Alone	28.0%	26.5%	42.5%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	14.1%	14.4%	9.5%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	3.5%	4.1%	5.1%
Two or More Races	5.1%	6.2%	6.2%
Hispanic Origin	6.7%	8.0%	9.6%
Diversity Index	70.0	71.8	72.9
<b>2027 Population by Race/Ethnicity</b>			
Total	49,867	371,802	789,420
White Alone	48.0%	47.3%	35.7%
Black Alone	27.6%	26.0%	41.7%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	14.7%	15.2%	10.0%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	3.7%	4.4%	5.5%
Two or More Races	5.5%	6.7%	6.7%
Hispanic Origin	6.9%	8.2%	9.8%
Diversity Index	70.9	72.7	73.7
<b>2010 Population by Relationship and Household Type</b>			
Total	50,771	330,465	715,076
In Households	99.9%	94.0%	95.0%
In Family Households	81.0%	61.8%	68.8%
Householder	24.4%	19.3%	20.8%
Spouse	12.1%	10.3%	9.4%
Child	35.2%	24.6%	30.0%
Other relative	6.6%	5.3%	5.8%
Nonrelative	2.7%	2.4%	2.7%
In Nonfamily Households	18.9%	32.2%	26.3%
In Group Quarters	0.1%	6.0%	5.0%
Institutionalized Population	0.0%	0.7%	1.0%
Noninstitutionalized Population	0.1%	5.3%	4.0%

**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>2022 Population 25+ by Educational Attainment</b>			
Total	35,373	257,306	529,139
Less than 9th Grade	4.6%	4.1%	3.9%
9th - 12th Grade, No Diploma	7.6%	6.1%	7.7%
High School Graduate	35.0%	21.1%	25.6%
GED/Alternative Credential	3.9%	2.8%	3.6%
Some College, No Degree	14.7%	11.4%	14.7%
Associate Degree	7.3%	4.8%	5.7%
Bachelor's Degree	18.7%	26.0%	21.6%
Graduate/Professional Degree	8.3%	23.8%	17.3%
<b>2022 Population 15+ by Marital Status</b>			
Total	41,181	318,804	655,869
Never Married	48.3%	55.5%	56.2%
Married	36.4%	31.8%	29.8%
Widowed	7.0%	5.1%	5.6%
Divorced	8.3%	7.6%	8.4%
<b>2022 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	23,617	187,746	371,766
Population 16+ Employed	92.6%	94.7%	93.4%
Population 16+ Unemployment rate	7.4%	5.3%	6.6%
Population 16-24 Employed	13.5%	15.0%	15.0%
Population 16-24 Unemployment rate	12.0%	8.1%	11.4%
Population 25-54 Employed	67.7%	69.6%	68.6%
Population 25-54 Unemployment rate	6.5%	4.8%	5.7%
Population 55-64 Employed	13.9%	10.5%	11.6%
Population 55-64 Unemployment rate	3.1%	4.2%	5.2%
Population 65+ Employed	4.9%	5.0%	4.9%
Population 65+ Unemployment rate	17.2%	6.7%	6.8%
<b>2022 Employed Population 16+ by Industry</b>			
Total	21,867	177,729	347,361
Agriculture/Mining	0.4%	0.4%	0.3%
Construction	5.7%	3.1%	3.4%
Manufacturing	6.5%	5.3%	5.2%
Wholesale Trade	1.7%	1.8%	1.7%
Retail Trade	9.2%	7.7%	8.6%
Transportation/Utilities	7.8%	4.9%	6.7%
Information	1.2%	2.1%	1.9%
Finance/Insurance/Real Estate	8.8%	7.5%	6.8%
Services	52.0%	62.8%	60.7%
Public Administration	6.6%	4.5%	4.7%
<b>2022 Employed Population 16+ by Occupation</b>			
Total	21,868	177,728	347,364
White Collar	57.2%	71.6%	65.1%
Management/Business/Financial	15.9%	19.0%	16.5%
Professional	19.9%	36.1%	30.5%
Sales	8.4%	7.6%	7.9%
Administrative Support	13.1%	9.0%	10.2%
Services	20.3%	16.1%	20.1%
Blue Collar	22.4%	12.3%	14.8%
Farming/Forestry/Fishing	0.1%	0.2%	0.2%
Construction/Extraction	4.9%	2.4%	2.7%
Installation/Maintenance/Repair	2.3%	1.3%	1.6%
Production	5.7%	2.9%	3.0%
Transportation/Material Moving	9.4%	5.5%	7.4%

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<b>2010 Households by Type</b>			
Total	20,272	141,890	289,473
Households with 1 Person	31.6%	41.3%	37.4%
Households with 2+ People	68.4%	58.7%	62.6%
Family Households	61.5%	44.9%	51.3%
Husband-wife Families	30.4%	24.0%	23.4%
With Related Children	13.5%	9.6%	9.9%
Other Family (No Spouse Present)	31.1%	20.9%	28.0%
Other Family with Male Householder	6.4%	4.7%	5.7%
With Related Children	3.0%	2.2%	2.8%
Other Family with Female Householder	24.7%	16.1%	22.3%
With Related Children	15.4%	10.0%	14.5%
Nonfamily Households	6.9%	13.8%	11.3%
All Households with Children	32.3%	22.0%	27.5%
Multigenerational Households	6.8%	4.4%	5.7%
Unmarried Partner Households	7.2%	8.3%	8.2%
Male-female	6.4%	6.7%	7.0%
Same-sex	0.8%	1.5%	1.2%
<b>2010 Households by Size</b>			
Total	20,274	141,890	289,473
1 Person Household	31.6%	41.3%	37.4%
2 Person Household	27.8%	29.2%	28.2%
3 Person Household	17.2%	13.2%	14.7%
4 Person Household	12.3%	8.4%	9.9%
5 Person Household	6.3%	4.2%	5.2%
6 Person Household	2.8%	2.0%	2.5%
7 + Person Household	1.9%	1.6%	2.1%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	20,273	141,884	289,473
Owner Occupied	61.5%	45.9%	47.5%
Owned with a Mortgage/Loan	37.4%	29.3%	30.2%
Owned Free and Clear	24.1%	16.7%	17.3%
Renter Occupied	38.5%	54.1%	52.5%
<b>2022 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	99	97	97
Percent of Income for Mortgage	24.5%	24.9%	23.6%
Wealth Index	66	77	65
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	22,723	160,011	330,761
Housing Units Inside Urbanized Area	100.0%	100.0%	99.9%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.1%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	50,771	330,465	715,076
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%

**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.

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<b>Top 3 Tapestry Segments</b>			
1.	Modest Income Homes (12D)	Metro Renters (3B)	Modest Income Homes (12D)
2.	Parks and Rec (5C)	Modest Income Homes (12D)	Metro Renters (3B)
3.	Golden Years (9B)	Laptops and Lattes (3A)	City Commons (11E)
<b>2022 Consumer Spending</b>			
Apparel & Services: Total \$	\$39,814,351	\$438,199,022	\$749,007,628
Average Spent	\$1,841.64	\$2,588.59	\$2,215.65
Spending Potential Index	76	107	92
Education: Total \$	\$32,306,187	\$371,047,433	\$615,395,664
Average Spent	\$1,494.34	\$2,191.90	\$1,820.41
Spending Potential Index	76	112	93
Entertainment/Recreation: Total \$	\$58,716,401	\$609,182,270	\$1,046,482,852
Average Spent	\$2,715.96	\$3,598.65	\$3,095.62
Spending Potential Index	74	98	84
Food at Home: Total \$	\$102,664,877	\$1,080,693,802	\$1,867,275,874
Average Spent	\$4,748.83	\$6,384.02	\$5,523.62
Spending Potential Index	77	103	89
Food Away from Home: Total \$	\$69,820,659	\$780,157,817	\$1,321,787,360
Average Spent	\$3,229.60	\$4,608.66	\$3,910.00
Spending Potential Index	75	107	91
Health Care: Total \$	\$116,300,350	\$1,128,168,595	\$1,985,127,335
Average Spent	\$5,379.54	\$6,664.47	\$5,872.24
Spending Potential Index	76	94	83
HH Furnishings & Equipment: Total \$	\$40,664,724	\$422,959,226	\$727,097,064
Average Spent	\$1,880.97	\$2,498.56	\$2,150.84
Spending Potential Index	73	98	84
Personal Care Products & Services: Total \$	\$16,781,990	\$178,792,266	\$306,891,236
Average Spent	\$776.26	\$1,056.19	\$907.82
Spending Potential Index	76	104	89
Shelter: Total \$	\$372,699,336	\$4,151,206,944	\$7,003,291,062
Average Spent	\$17,239.43	\$24,522.58	\$20,716.55
Spending Potential Index	75	107	90
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$40,581,522	\$402,259,673	\$691,724,620
Average Spent	\$1,877.12	\$2,376.28	\$2,046.20
Spending Potential Index	69	87	75
Travel: Total \$	\$43,813,661	\$464,508,740	\$784,204,591
Average Spent	\$2,026.63	\$2,744.01	\$2,319.77
Spending Potential Index	71	96	81
Vehicle Maintenance & Repairs: Total \$	\$20,615,776	\$210,862,482	\$366,593,114
Average Spent	\$953.60	\$1,245.64	\$1,084.42
Spending Potential Index	76	99	86

**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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.