

Market Profile

Trexler Mall
6900 Hamilton Blvd, Trexlertown, Pennsylvania, 18087
Rings: 1, 3, 5 mile radii

Prepared by WHLR
Latitude: 40.55180
Longitude: -75.59375

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	4,520	41,031	83,899
2020 Total Population	5,041	48,287	94,243
2020 Group Quarters	152	405	1,414
2022 Total Population	5,111	48,998	95,498
2022 Group Quarters	152	405	1,414
2027 Total Population	5,213	49,420	96,894
2022-2027 Annual Rate	0.40%	0.17%	0.29%
2022 Total Daytime Population	5,688	51,618	117,047
Workers	3,156	27,770	70,128
Residents	2,532	23,848	46,919
Household Summary			
2010 Households	1,858	15,694	32,387
2010 Average Household Size	2.36	2.60	2.55
2020 Total Households	1,960	18,103	36,017
2020 Average Household Size	2.49	2.64	2.58
2022 Total Households	1,962	18,289	36,512
2022 Average Household Size	2.53	2.66	2.58
2027 Total Households	1,994	18,417	37,042
2027 Average Household Size	2.54	2.66	2.58
2022-2027 Annual Rate	0.32%	0.14%	0.29%
2010 Families	1,287	11,551	23,273
2010 Average Family Size	2.83	3.05	3.03
2022 Families	1,309	13,039	25,423
2022 Average Family Size	3.09	3.17	3.12
2027 Families	1,323	13,098	25,720
2027 Average Family Size	3.10	3.17	3.12
2022-2027 Annual Rate	0.21%	0.09%	0.23%
Housing Unit Summary			
2000 Housing Units	1,101	10,656	25,089
Owner Occupied Housing Units	91.4%	81.0%	78.2%
Renter Occupied Housing Units	6.0%	15.5%	18.2%
Vacant Housing Units	2.6%	3.5%	3.6%
2010 Housing Units	1,973	16,479	34,059
Owner Occupied Housing Units	67.3%	79.2%	76.8%
Renter Occupied Housing Units	26.9%	16.0%	18.3%
Vacant Housing Units	5.8%	4.8%	4.9%
2020 Housing Units	2,019	18,733	37,573
Vacant Housing Units	2.9%	3.4%	4.1%
2022 Housing Units	2,013	18,848	38,236
Owner Occupied Housing Units	74.7%	73.1%	72.2%
Renter Occupied Housing Units	22.7%	23.9%	23.3%
Vacant Housing Units	2.5%	3.0%	4.5%
2027 Housing Units	2,049	18,974	38,670
Owner Occupied Housing Units	75.6%	73.8%	72.3%
Renter Occupied Housing Units	21.7%	23.3%	23.5%
Vacant Housing Units	2.7%	2.9%	4.2%
Median Household Income			
2022	\$101,007	\$103,371	\$101,493
2027	\$113,485	\$114,014	\$111,689
Median Home Value			
2022	\$301,541	\$328,397	\$323,559
2027	\$364,855	\$367,246	\$365,024
Per Capita Income			
2022	\$47,561	\$48,782	\$50,391
2027	\$55,558	\$56,517	\$58,664
Median Age			
2010	41.4	39.7	42.0
2022	44.5	41.5	44.1
2027	44.9	42.3	44.9

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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2022 Households by Income			
Household Income Base	1,962	18,289	36,512
<\$15,000	1.1%	2.1%	2.9%
\$15,000 - \$24,999	4.4%	3.7%	3.9%
\$25,000 - \$34,999	7.4%	4.7%	4.3%
\$35,000 - \$49,999	9.2%	10.2%	9.9%
\$50,000 - \$74,999	10.9%	13.9%	14.7%
\$75,000 - \$99,999	16.3%	12.9%	13.2%
\$100,000 - \$149,999	23.3%	23.9%	23.8%
\$150,000 - \$199,999	16.4%	15.1%	13.4%
\$200,000+	11.1%	13.6%	13.9%
Average Household Income	\$127,616	\$131,850	\$131,483
2027 Households by Income			
Household Income Base	1,994	18,417	37,042
<\$15,000	0.7%	1.5%	2.0%
\$15,000 - \$24,999	2.8%	2.4%	2.5%
\$25,000 - \$34,999	4.4%	3.0%	2.8%
\$35,000 - \$49,999	5.9%	6.8%	7.0%
\$50,000 - \$74,999	10.4%	12.9%	13.9%
\$75,000 - \$99,999	17.0%	14.6%	14.1%
\$100,000 - \$149,999	24.1%	23.1%	23.6%
\$150,000 - \$199,999	21.6%	18.9%	16.9%
\$200,000+	13.2%	16.8%	17.2%
Average Household Income	\$148,829	\$153,089	\$153,107
2022 Owner Occupied Housing Units by Value			
Total	1,504	13,777	27,603
<\$50,000	5.1%	3.5%	2.3%
\$50,000 - \$99,999	2.1%	0.7%	0.5%
\$100,000 - \$149,999	0.8%	1.2%	1.3%
\$150,000 - \$199,999	8.8%	7.0%	8.4%
\$200,000 - \$249,999	20.3%	13.8%	15.9%
\$250,000 - \$299,999	12.5%	15.1%	15.0%
\$300,000 - \$399,999	23.7%	30.1%	27.5%
\$400,000 - \$499,999	14.6%	19.1%	17.6%
\$500,000 - \$749,999	12.1%	9.1%	10.6%
\$750,000 - \$999,999	0.0%	0.1%	0.4%
\$1,000,000 - \$1,499,999	0.0%	0.2%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$323,391	\$339,502	\$344,540
2027 Owner Occupied Housing Units by Value			
Total	1,550	14,002	27,968
<\$50,000	2.2%	1.4%	0.9%
\$50,000 - \$99,999	0.5%	0.2%	0.1%
\$100,000 - \$149,999	0.8%	0.7%	0.6%
\$150,000 - \$199,999	4.8%	3.7%	4.2%
\$200,000 - \$249,999	13.8%	9.9%	11.7%
\$250,000 - \$299,999	10.5%	12.8%	13.4%
\$300,000 - \$399,999	26.7%	31.6%	29.4%
\$400,000 - \$499,999	21.2%	26.3%	24.1%
\$500,000 - \$749,999	19.3%	13.0%	15.0%
\$750,000 - \$999,999	0.1%	0.1%	0.4%
\$1,000,000 - \$1,499,999	0.0%	0.1%	0.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$380,697	\$378,949	\$383,058

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.

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2010 Population by Age			
Total	4,519	41,036	83,899
0 - 4	6.3%	6.5%	5.6%
5 - 9	6.0%	7.8%	6.8%
10 - 14	5.8%	7.4%	6.9%
15 - 24	9.0%	9.5%	10.4%
25 - 34	13.2%	11.6%	10.6%
35 - 44	15.1%	15.6%	14.2%
45 - 54	13.0%	15.1%	15.6%
55 - 64	12.3%	12.1%	13.2%
65 - 74	9.6%	7.8%	8.2%
75 - 84	6.4%	4.8%	5.8%
85 +	3.2%	1.9%	2.6%
18 +	78.8%	74.1%	76.4%
2022 Population by Age			
Total	5,111	48,998	95,498
0 - 4	5.2%	5.7%	5.0%
5 - 9	5.9%	6.6%	5.8%
10 - 14	6.6%	7.0%	6.3%
15 - 24	10.6%	11.2%	10.8%
25 - 34	9.7%	10.4%	10.6%
35 - 44	12.6%	13.9%	12.7%
45 - 54	14.0%	14.0%	13.2%
55 - 64	13.6%	13.1%	13.9%
65 - 74	11.0%	9.9%	11.5%
75 - 84	7.4%	5.7%	6.9%
85 +	3.3%	2.3%	3.3%
18 +	78.2%	76.5%	79.1%
2027 Population by Age			
Total	5,213	49,420	96,895
0 - 4	5.2%	5.6%	4.9%
5 - 9	5.9%	6.4%	5.7%
10 - 14	6.4%	6.8%	6.0%
15 - 24	10.1%	10.5%	9.8%
25 - 34	10.4%	11.2%	10.9%
35 - 44	12.1%	13.3%	12.8%
45 - 54	13.4%	13.7%	12.6%
55 - 64	13.5%	12.6%	12.9%
65 - 74	11.3%	10.4%	12.2%
75 - 84	8.3%	7.0%	8.5%
85 +	3.5%	2.6%	3.7%
18 +	78.5%	77.2%	79.8%
2010 Population by Sex			
Males	2,196	19,904	40,391
Females	2,324	21,127	43,508
2022 Population by Sex			
Males	2,521	23,908	46,258
Females	2,590	25,089	49,240
2027 Population by Sex			
Males	2,583	24,130	46,930
Females	2,630	25,290	49,964

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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2010 Population by Race/Ethnicity			
Total	4,521	41,031	83,899
White Alone	86.5%	86.2%	88.2%
Black Alone	3.0%	3.0%	2.8%
American Indian Alone	0.1%	0.2%	0.1%
Asian Alone	6.7%	7.2%	5.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.0%	1.6%	1.4%
Two or More Races	1.7%	1.8%	1.6%
Hispanic Origin	5.2%	5.2%	4.8%
Diversity Index	31.9	32.4	28.9
2020 Population by Race/Ethnicity			
Total	5,041	48,287	94,243
White Alone	75.1%	74.2%	77.5%
Black Alone	4.9%	4.9%	4.2%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	9.0%	10.1%	8.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.6%	3.4%	3.2%
Two or More Races	7.2%	7.3%	6.8%
Hispanic Origin	9.8%	9.5%	8.7%
Diversity Index	52.1	52.9	48.3
2022 Population by Race/Ethnicity			
Total	5,112	48,997	95,497
White Alone	74.7%	73.5%	77.0%
Black Alone	4.9%	5.0%	4.3%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	9.1%	10.3%	8.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.7%	3.5%	3.3%
Two or More Races	7.4%	7.5%	7.0%
Hispanic Origin	9.9%	9.7%	8.9%
Diversity Index	52.7	53.8	49.2
2027 Population by Race/Ethnicity			
Total	5,214	49,420	96,894
White Alone	72.3%	71.2%	75.0%
Black Alone	5.3%	5.3%	4.6%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	9.7%	11.0%	8.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	4.2%	3.9%	3.7%
Two or More Races	8.3%	8.4%	7.8%
Hispanic Origin	10.7%	10.3%	9.5%
Diversity Index	56.0	56.8	52.0
2010 Population by Relationship and Household Type			
Total	4,520	41,031	83,899
In Households	97.1%	99.4%	98.4%
In Family Households	82.1%	87.2%	85.2%
Householder	27.6%	27.9%	27.8%
Spouse	23.1%	23.8%	23.7%
Child	26.8%	31.6%	29.9%
Other relative	3.1%	2.6%	2.5%
Nonrelative	1.5%	1.3%	1.3%
In Nonfamily Households	15.0%	12.2%	13.2%
In Group Quarters	2.9%	0.6%	1.6%
Institutionalized Population	2.6%	0.6%	1.1%
Noninstitutionalized Population	0.2%	0.0%	0.5%

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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2022 Population 25+ by Educational Attainment			
Total	3,660	34,053	68,926
Less than 9th Grade	1.0%	1.1%	1.3%
9th - 12th Grade, No Diploma	2.5%	2.8%	3.1%
High School Graduate	21.3%	18.8%	20.9%
GED/Alternative Credential	1.0%	1.8%	1.8%
Some College, No Degree	13.2%	13.3%	13.2%
Associate Degree	11.9%	11.7%	10.4%
Bachelor's Degree	28.0%	30.4%	28.7%
Graduate/Professional Degree	21.1%	20.0%	20.7%
2022 Population 15+ by Marital Status			
Total	4,205	39,558	79,220
Never Married	22.3%	23.3%	24.3%
Married	66.3%	62.6%	60.8%
Widowed	4.3%	6.1%	6.7%
Divorced	7.2%	8.0%	8.2%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	2,715	26,166	50,471
Population 16+ Employed	96.3%	97.4%	97.4%
Population 16+ Unemployment rate	3.7%	2.6%	2.6%
Population 16-24 Employed	12.3%	12.6%	12.2%
Population 16-24 Unemployment rate	5.9%	3.6%	4.5%
Population 25-54 Employed	61.1%	63.5%	60.8%
Population 25-54 Unemployment rate	3.2%	2.8%	2.5%
Population 55-64 Employed	16.5%	16.7%	18.3%
Population 55-64 Unemployment rate	2.9%	1.2%	1.6%
Population 65+ Employed	10.1%	7.2%	8.7%
Population 65+ Unemployment rate	5.4%	2.8%	3.1%
2022 Employed Population 16+ by Industry			
Total	2,614	25,476	49,136
Agriculture/Mining	0.0%	0.2%	0.4%
Construction	5.6%	4.6%	4.6%
Manufacturing	19.0%	16.2%	15.2%
Wholesale Trade	2.8%	3.0%	2.9%
Retail Trade	10.3%	9.5%	9.5%
Transportation/Utilities	5.9%	7.3%	6.8%
Information	0.9%	1.3%	1.3%
Finance/Insurance/Real Estate	5.0%	6.2%	6.4%
Services	48.1%	49.5%	50.4%
Public Administration	2.4%	2.2%	2.4%
2022 Employed Population 16+ by Occupation			
Total	2,616	25,476	49,137
White Collar	73.7%	75.6%	74.2%
Management/Business/Financial	22.1%	23.5%	23.0%
Professional	34.5%	32.8%	31.9%
Sales	7.1%	9.3%	9.3%
Administrative Support	10.0%	10.0%	9.9%
Services	9.5%	9.4%	10.1%
Blue Collar	16.9%	15.1%	15.8%
Farming/Forestry/Fishing	0.0%	0.2%	0.2%
Construction/Extraction	4.5%	2.4%	2.5%
Installation/Maintenance/Repair	1.8%	1.7%	2.3%
Production	2.8%	3.5%	4.0%
Transportation/Material Moving	7.8%	7.3%	6.8%

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2010 Households by Type			
Total	1,858	15,694	32,387
Households with 1 Person	24.9%	21.5%	23.2%
Households with 2+ People	75.1%	78.5%	76.8%
Family Households	69.3%	73.6%	71.9%
Husband-wife Families	57.9%	62.9%	61.3%
With Related Children	24.0%	29.8%	26.7%
Other Family (No Spouse Present)	11.4%	10.7%	10.5%
Other Family with Male Householder	4.0%	3.2%	3.1%
With Related Children	2.4%	2.0%	1.8%
Other Family with Female Householder	7.3%	7.5%	7.5%
With Related Children	4.3%	4.6%	4.4%
Nonfamily Households	5.9%	4.9%	5.0%
All Households with Children	30.8%	36.6%	33.2%
Multigenerational Households	3.1%	2.8%	2.7%
Unmarried Partner Households	5.5%	5.7%	5.4%
Male-female	5.0%	5.0%	4.7%
Same-sex	0.6%	0.7%	0.7%
2010 Households by Size			
Total	1,858	15,694	32,387
1 Person Household	24.9%	21.5%	23.2%
2 Person Household	38.1%	35.4%	36.4%
3 Person Household	16.0%	16.5%	16.2%
4 Person Household	13.8%	16.9%	15.4%
5 Person Household	4.8%	6.8%	6.1%
6 Person Household	1.8%	2.1%	1.9%
7 + Person Household	0.6%	0.9%	0.9%
2010 Households by Tenure and Mortgage Status			
Total	1,857	15,694	32,387
Owner Occupied	71.5%	83.2%	80.7%
Owned with a Mortgage/Loan	50.2%	61.5%	57.2%
Owned Free and Clear	21.3%	21.6%	23.5%
Renter Occupied	28.5%	16.8%	19.3%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	136	127	126
Percent of Income for Mortgage	15.7%	16.7%	16.8%
Wealth Index	132	137	145
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,973	16,479	34,059
Housing Units Inside Urbanized Area	99.9%	97.7%	94.3%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	2.3%	5.7%
2010 Population By Urban/ Rural Status			
Total Population	4,520	41,031	83,899
Population Inside Urbanized Area	100.0%	97.6%	94.2%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	2.4%	5.8%

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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Top 3 Tapestry Segments			
1.	Urban Chic (2A)	Workday Drive (4A)	Golden Years (9B)
2.	Comfortable Empty Nesters (5A)	Middleburg (4C)	Workday Drive (4A)
3.	Middleburg (4C)	Savvy Suburbanites (1D)	Exurbanites (1E)
2022 Consumer Spending			
Apparel & Services: Total \$	\$5,507,125	\$53,606,638	\$106,833,011
Average Spent	\$2,806.89	\$2,931.09	\$2,925.97
Spending Potential Index	117	122	121
Education: Total \$	\$4,752,781	\$45,776,005	\$91,901,432
Average Spent	\$2,422.42	\$2,502.93	\$2,517.02
Spending Potential Index	124	128	128
Entertainment/Recreation: Total \$	\$8,683,769	\$83,173,525	\$165,865,583
Average Spent	\$4,425.98	\$4,547.73	\$4,542.77
Spending Potential Index	121	124	124
Food at Home: Total \$	\$14,092,836	\$134,972,639	\$270,143,109
Average Spent	\$7,182.89	\$7,379.99	\$7,398.75
Spending Potential Index	116	119	120
Food Away from Home: Total \$	\$9,885,327	\$95,625,434	\$190,195,170
Average Spent	\$5,038.39	\$5,228.58	\$5,209.11
Spending Potential Index	117	121	121
Health Care: Total \$	\$16,749,635	\$159,671,310	\$320,228,337
Average Spent	\$8,537.02	\$8,730.46	\$8,770.50
Spending Potential Index	120	123	124
HH Furnishings & Equipment: Total \$	\$6,104,327	\$59,338,206	\$117,845,520
Average Spent	\$3,111.28	\$3,244.48	\$3,227.58
Spending Potential Index	121	127	126
Personal Care Products & Services: Total \$	\$2,377,511	\$23,087,030	\$46,230,618
Average Spent	\$1,211.78	\$1,262.35	\$1,266.18
Spending Potential Index	119	124	124
Shelter: Total \$	\$53,719,082	\$514,836,226	\$1,031,082,061
Average Spent	\$27,379.76	\$28,150.05	\$28,239.54
Spending Potential Index	120	123	123
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$6,638,421	\$64,619,814	\$128,094,981
Average Spent	\$3,383.50	\$3,533.26	\$3,508.30
Spending Potential Index	125	130	129
Travel: Total \$	\$7,128,308	\$68,862,307	\$136,715,775
Average Spent	\$3,633.18	\$3,765.23	\$3,744.41
Spending Potential Index	126	131	130
Vehicle Maintenance & Repairs: Total \$	\$2,895,141	\$27,896,843	\$55,530,484
Average Spent	\$1,475.61	\$1,525.33	\$1,520.88
Spending Potential Index	117	121	121

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.

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