

# COMPLETE PROFILE

2000-2010 Census, 2020 Estimates with 2025 Projections

Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 40.2468/-75.2399

RFULL9

Water Tower Square	1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Lansdale, PA 19446								
<b>Population</b>								
Estimated Population (2020)	8,066		69,156		143,283		258,820	
Projected Population (2025)	8,252		70,434		145,632		262,791	
Census Population (2010)	7,851		66,335		137,883		250,339	
Census Population (2000)	7,989		60,428		123,235		230,450	
Projected Annual Growth (2020-2025)	186	0.5%	1,278	0.4%	2,348	0.3%	3,971	0.3%
Historical Annual Growth (2010-2020)	215	0.3%	2,821	0.4%	5,400	0.4%	8,481	0.3%
Historical Annual Growth (2000-2010)	-138	-0.2%	5,907	1.0%	14,648	1.2%	19,889	0.9%
Estimated Population Density (2020)	2,569	psm	2,446	psm	1,825	psm	1,682	psm
Trade Area Size	3.1	sq mi	28.3	sq mi	78.5	sq mi	153.9	sq mi
<b>Households</b>								
Estimated Households (2020)	3,053		27,525		56,573		101,484	
Projected Households (2025)	3,119		28,014		57,506		103,111	
Census Households (2010)	2,888		25,555		52,610		94,774	
Census Households (2000)	2,791		23,069		46,525		85,516	
Projected Annual Growth (2020-2025)	65	0.4%	489	0.4%	933	0.3%	1,627	0.3%
Historical Annual Change (2000-2020)	263	0.5%	4,456	1.0%	10,048	1.1%	15,967	0.9%
<b>Average Household Income</b>								
Estimated Average Household Income (2020)	\$151,606		\$125,801		\$136,309		\$135,995	
Projected Average Household Income (2025)	\$189,707		\$154,084		\$168,775		\$168,291	
Census Average Household Income (2010)	\$101,684		\$94,710		\$100,430		\$102,006	
Census Average Household Income (2000)	\$83,238		\$74,974		\$79,412		\$80,307	
Projected Annual Change (2020-2025)	\$38,101	5.0%	\$28,282	4.5%	\$32,466	4.8%	\$32,296	4.7%
Historical Annual Change (2000-2020)	\$68,368	4.1%	\$50,827	3.4%	\$56,897	3.6%	\$55,688	3.5%
<b>Median Household Income</b>								
Estimated Median Household Income (2020)	\$104,629		\$98,210		\$101,400		\$102,839	
Projected Median Household Income (2025)	\$122,766		\$114,314		\$117,403		\$119,371	
Census Median Household Income (2010)	\$82,194		\$78,325		\$81,628		\$81,995	
Census Median Household Income (2000)	\$76,898		\$65,673		\$67,910		\$67,802	
Projected Annual Change (2020-2025)	\$18,137	3.5%	\$16,104	3.3%	\$16,004	3.2%	\$16,532	3.2%
Historical Annual Change (2000-2020)	\$27,731	1.8%	\$32,537	2.5%	\$33,489	2.5%	\$35,037	2.6%
<b>Per Capita Income</b>								
Estimated Per Capita Income (2020)	\$57,491		\$50,161		\$53,917		\$53,534	
Projected Per Capita Income (2025)	\$71,796		\$61,373		\$66,741		\$66,239	
Census Per Capita Income (2010)	\$37,404		\$36,486		\$38,319		\$38,617	
Census Per Capita Income (2000)	\$29,074		\$28,504		\$29,856		\$29,728	
Projected Annual Change (2020-2025)	\$14,304	5.0%	\$11,212	4.5%	\$12,824	4.8%	\$12,705	4.7%
Historical Annual Change (2000-2020)	\$28,417	4.9%	\$21,657	3.8%	\$24,061	4.0%	\$23,806	4.0%
Estimated Average Household Net Worth (2020)	\$1.57 M		\$1.34 M		\$1.46 M		\$1.48 M	

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RFULL9

## Water Tower Square

### Lansdale, PA 19446

#### Race and Ethnicity

	1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Total Population (2020)	8,066		69,156		143,283		258,820	
White (2020)	6,159	76.4%	52,377	75.7%	112,075	78.2%	209,133	80.8%
Black or African American (2020)	415	5.2%	3,899	5.6%	7,314	5.1%	13,474	5.2%
American Indian or Alaska Native (2020)	8	-	100	0.1%	173	0.1%	354	0.1%
Asian (2020)	1,284	15.9%	10,504	15.2%	19,297	13.5%	27,454	10.6%
Hawaiian or Pacific Islander (2020)	-	-	45	-	63	-	124	-
Other Race (2020)	49	0.6%	717	1.0%	1,409	1.0%	3,113	1.2%
Two or More Races (2020)	151	1.9%	1,515	2.2%	2,951	2.1%	5,167	2.0%
Population < 18 (2020)	1,763	21.9%	14,986	21.7%	30,353	21.2%	54,094	20.9%
White Not Hispanic	1,218	69.1%	9,962	66.5%	21,042	69.3%	38,540	71.2%
Black or African American	79	4.5%	916	6.1%	1,702	5.6%	3,159	5.8%
Asian	298	16.9%	2,505	16.7%	4,521	14.9%	6,517	12.0%
Other Race Not Hispanic	74	4.2%	691	4.6%	1,340	4.4%	2,348	4.3%
Hispanic	94	5.3%	913	6.1%	1,748	5.8%	3,530	6.5%
Not Hispanic or Latino Population (2020)	7,806	96.8%	66,371	96.0%	137,774	96.2%	247,767	95.7%
Not Hispanic White	5,991	76.7%	50,792	76.5%	108,854	79.0%	202,870	81.9%
Not Hispanic Black or African American	409	5.2%	3,782	5.7%	7,061	5.1%	12,967	5.2%
Not Hispanic American Indian or Alaska Native	7	-	73	0.1%	129	-	241	-
Not Hispanic Asian	1,270	16.3%	10,416	15.7%	19,152	13.9%	27,248	11.0%
Not Hispanic Hawaiian or Pacific Islander	-	-	38	-	54	-	93	-
Not Hispanic Other Race	6	-	47	-	127	-	213	-
Not Hispanic Two or More Races	123	1.6%	1,223	1.8%	2,397	1.7%	4,135	1.7%
Hispanic or Latino Population (2020)	260	3.2%	2,785	4.0%	5,509	3.8%	11,053	4.3%
Hispanic White	168	64.7%	1,585	56.9%	3,222	58.5%	6,264	56.7%
Hispanic Black or African American	6	2.4%	117	4.2%	253	4.6%	507	4.6%
Hispanic American Indian or Alaska Native	1	0.5%	26	0.9%	45	0.8%	113	1.0%
Hispanic Asian	14	5.2%	87	3.1%	146	2.6%	206	1.9%
Hispanic Hawaiian or Pacific Islander	-	-	7	0.2%	9	0.2%	31	0.3%
Hispanic Other Race	42	16.2%	671	24.1%	1,282	23.3%	2,901	26.2%
Hispanic Two or More Races	29	11.0%	292	10.5%	554	10.1%	1,032	9.3%
Not Hispanic or Latino Population (2010)	7,658	97.5%	64,344	97.0%	133,916	97.1%	242,178	96.7%
Hispanic or Latino Population (2010)	193	2.5%	1,992	3.0%	3,966	2.9%	8,161	3.3%
Not Hispanic or Latino Population (2000)	7,891	98.8%	59,340	98.2%	121,071	98.2%	226,540	98.3%
Hispanic or Latino Population (2000)	98	1.2%	1,087	1.8%	2,164	1.8%	3,911	1.7%
Not Hispanic or Latino Population (2025)	7,981	96.7%	67,553	95.9%	139,905	96.1%	251,207	95.6%
Hispanic or Latino Population (2025)	270	3.3%	2,880	4.1%	5,726	3.9%	11,584	4.4%
Projected Annual Growth (2020-2025)	11	0.8%	95	0.7%	217	0.8%	531	1.0%
Historical Annual Growth (2000-2010)	95	9.7%	904	8.3%	1,802	8.3%	4,251	10.9%

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RFULL9

## Water Tower Square

Lansdale, PA 19446

### Total Age Distribution (2020)

	1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Total Population	8,066		69,156		143,283		258,820	
Age Under 5 Years	414	5.1%	3,659	5.3%	7,201	5.0%	12,591	4.9%
Age 5 to 9 Years	467	5.8%	4,088	5.9%	8,381	5.8%	14,731	5.7%
Age 10 to 14 Years	554	6.9%	4,574	6.6%	9,299	6.5%	16,557	6.4%
Age 15 to 19 Years	491	6.1%	4,046	5.9%	8,534	6.0%	16,023	6.2%
Age 20 to 24 Years	397	4.9%	3,798	5.5%	7,596	5.3%	14,213	5.5%
Age 25 to 29 Years	395	4.9%	3,944	5.7%	7,744	5.4%	13,856	5.4%
Age 30 to 34 Years	507	6.3%	4,531	6.6%	8,612	6.0%	14,692	5.7%
Age 35 to 39 Years	570	7.1%	4,656	6.7%	9,260	6.5%	16,162	6.2%
Age 40 to 44 Years	551	6.8%	4,575	6.6%	9,080	6.3%	15,793	6.1%
Age 45 to 49 Years	593	7.3%	4,771	6.9%	9,653	6.7%	17,197	6.6%
Age 50 to 54 Years	616	7.6%	4,833	7.0%	9,981	7.0%	18,029	7.0%
Age 55 to 59 Years	648	8.0%	5,005	7.2%	10,630	7.4%	19,478	7.5%
Age 60 to 64 Years	619	7.7%	4,654	6.7%	10,260	7.2%	18,620	7.2%
Age 65 to 69 Years	451	5.6%	3,698	5.3%	8,390	5.9%	15,789	6.1%
Age 70 to 74 Years	344	4.3%	3,077	4.4%	6,701	4.7%	12,597	4.9%
Age 75 to 79 Years	200	2.5%	2,154	3.1%	4,682	3.3%	8,761	3.4%
Age 80 to 84 Years	126	1.6%	1,368	2.0%	3,082	2.2%	5,847	2.3%
Age 85 Years or Over	122	1.5%	1,727	2.5%	4,196	2.9%	7,884	3.0%
Median Age	41.9		40.8		42.2		42.8	
Age 19 Years or Less	1,926	23.9%	16,367	23.7%	33,415	23.3%	59,902	23.1%
Age 20 to 64 Years	4,896	60.7%	40,766	58.9%	82,816	57.8%	148,041	57.2%
Age 65 Years or Over	1,244	15.4%	12,024	17.4%	27,052	18.9%	50,878	19.7%

### Female Age Distribution (2020)

Female Population	4,140	51.3%	35,472	51.3%	73,515	51.3%	132,933	51.4%
Age Under 5 Years	199	4.8%	1,779	5.0%	3,502	4.8%	6,133	4.6%
Age 5 to 9 Years	235	5.7%	2,026	5.7%	4,150	5.6%	7,303	5.5%
Age 10 to 14 Years	256	6.2%	2,196	6.2%	4,487	6.1%	8,074	6.1%
Age 15 to 19 Years	233	5.6%	1,953	5.5%	4,107	5.6%	7,720	5.8%
Age 20 to 24 Years	183	4.4%	1,823	5.1%	3,639	4.9%	6,857	5.2%
Age 25 to 29 Years	207	5.0%	2,002	5.6%	3,814	5.2%	6,768	5.1%
Age 30 to 34 Years	264	6.4%	2,271	6.4%	4,386	6.0%	7,384	5.6%
Age 35 to 39 Years	300	7.3%	2,385	6.7%	4,789	6.5%	8,280	6.2%
Age 40 to 44 Years	289	7.0%	2,359	6.7%	4,683	6.4%	8,123	6.1%
Age 45 to 49 Years	325	7.9%	2,465	7.0%	4,987	6.8%	8,935	6.7%
Age 50 to 54 Years	292	7.1%	2,398	6.8%	4,962	6.7%	9,004	6.8%
Age 55 to 59 Years	343	8.3%	2,587	7.3%	5,405	7.4%	9,922	7.5%
Age 60 to 64 Years	323	7.8%	2,386	6.7%	5,317	7.2%	9,598	7.2%
Age 65 to 69 Years	236	5.7%	1,939	5.5%	4,350	5.9%	8,251	6.2%
Age 70 to 74 Years	181	4.4%	1,709	4.8%	3,634	4.9%	6,815	5.1%
Age 75 to 79 Years	109	2.6%	1,195	3.4%	2,587	3.5%	4,864	3.7%
Age 80 to 84 Years	73	1.8%	806	2.3%	1,814	2.5%	3,446	2.6%
Age 85 Years or Over	90	2.2%	1,193	3.4%	2,901	3.9%	5,456	4.1%
Female Median Age	43.1		42.3		43.6		44.3	
Age 19 Years or Less	923	22.3%	7,953	22.4%	16,246	22.1%	29,230	22.0%
Age 20 to 64 Years	2,527	61.0%	20,677	58.3%	41,982	57.1%	74,870	56.3%
Age 65 Years or Over	689	16.7%	6,842	19.3%	15,286	20.8%	28,833	21.7%

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RFULL9

## Water Tower Square

Lansdale, PA 19446

### Male Age Distribution (2020)

	1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Male Population	3,926	48.7%	33,683	48.7%	69,768	48.7%	125,887	48.6%
Age Under 5 Years	215	5.5%	1,879	5.6%	3,699	5.3%	6,458	5.1%
Age 5 to 9 Years	233	5.9%	2,062	6.1%	4,231	6.1%	7,429	5.9%
Age 10 to 14 Years	298	7.6%	2,379	7.1%	4,812	6.9%	8,483	6.7%
Age 15 to 19 Years	258	6.6%	2,093	6.2%	4,427	6.3%	8,303	6.6%
Age 20 to 24 Years	215	5.5%	1,975	5.9%	3,958	5.7%	7,357	5.8%
Age 25 to 29 Years	187	4.8%	1,941	5.8%	3,930	5.6%	7,088	5.6%
Age 30 to 34 Years	242	6.2%	2,260	6.7%	4,226	6.1%	7,308	5.8%
Age 35 to 39 Years	270	6.9%	2,271	6.7%	4,472	6.4%	7,883	6.3%
Age 40 to 44 Years	262	6.7%	2,216	6.6%	4,397	6.3%	7,670	6.1%
Age 45 to 49 Years	267	6.8%	2,305	6.8%	4,666	6.7%	8,262	6.6%
Age 50 to 54 Years	324	8.2%	2,436	7.2%	5,019	7.2%	9,025	7.2%
Age 55 to 59 Years	305	7.8%	2,418	7.2%	5,225	7.5%	9,556	7.6%
Age 60 to 64 Years	297	7.6%	2,267	6.7%	4,943	7.1%	9,022	7.2%
Age 65 to 69 Years	215	5.5%	1,758	5.2%	4,040	5.8%	7,538	6.0%
Age 70 to 74 Years	163	4.2%	1,368	4.1%	3,067	4.4%	5,781	4.6%
Age 75 to 79 Years	92	2.3%	958	2.8%	2,096	3.0%	3,896	3.1%
Age 80 to 84 Years	53	1.4%	563	1.7%	1,268	1.8%	2,401	1.9%
Age 85 Years or Over	32	0.8%	534	1.6%	1,294	1.9%	2,428	1.9%
Male Median Age	40.4		39.4		40.8		41.3	
Age 19 Years or Less	1,003	25.5%	8,413	25.0%	17,169	24.6%	30,672	24.4%
Age 20 to 64 Years	2,368	60.3%	20,089	59.6%	40,834	58.5%	73,171	58.1%
Age 65 Years or Over	555	14.1%	5,181	15.4%	11,765	16.9%	22,044	17.5%

### Males per 100 Females (2020)

Overall Comparison	95		95		95		95	
Age Under 5 Years	108	51.9%	106	51.4%	106	51.4%	105	51.3%
Age 5 to 9 Years	99	49.8%	102	50.4%	102	50.5%	102	50.4%
Age 10 to 14 Years	116	53.7%	108	52.0%	107	51.7%	105	51.7%
Age 15 to 19 Years	110	52.5%	107	51.7%	108	51.9%	108	51.8%
Age 20 to 24 Years	118	54.0%	108	52.0%	109	52.1%	107	51.8%
Age 25 to 29 Years	90	47.5%	97	49.2%	103	50.7%	105	51.2%
Age 30 to 34 Years	92	47.8%	99	49.9%	96	49.1%	99	49.7%
Age 35 to 39 Years	90	47.3%	95	48.8%	93	48.3%	95	48.8%
Age 40 to 44 Years	90	47.5%	94	48.4%	94	48.4%	94	48.6%
Age 45 to 49 Years	82	45.1%	94	48.3%	94	48.3%	92	48.0%
Age 50 to 54 Years	111	52.5%	102	50.4%	101	50.3%	100	50.1%
Age 55 to 59 Years	89	47.1%	93	48.3%	97	49.2%	96	49.1%
Age 60 to 64 Years	92	47.9%	95	48.7%	93	48.2%	94	48.5%
Age 65 to 69 Years	91	47.6%	91	47.6%	93	48.1%	91	47.7%
Age 70 to 74 Years	90	47.3%	80	44.5%	84	45.8%	85	45.9%
Age 75 to 79 Years	84	45.8%	80	44.5%	81	44.8%	80	44.5%
Age 80 to 84 Years	73	42.2%	70	41.1%	70	41.1%	70	41.1%
Age 85 Years or Over	36	26.4%	45	30.9%	45	30.8%	44	30.8%
Age 19 Years or Less	109	52.1%	106	51.4%	106	51.4%	105	51.2%
Age 20 to 39 Years	96	48.9%	100	49.9%	100	49.9%	101	50.3%
Age 40 to 64 Years	92	48.0%	95	48.8%	96	48.9%	96	48.9%
Age 65 Years or Over	80	44.6%	76	43.1%	77	43.5%	76	43.3%

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## Water Tower Square

Lansdale, PA 19446

	1 mi radius		3 mi radius		5 mi radius		7 mi radius	
<b>Household Type (2020)</b>								
Total Households	3,053		27,525		56,573		101,484	
Households with Children	1,039	34.0%	8,623	31.3%	17,295	30.6%	30,715	30.3%
Average Household Size	2.6		2.5		2.5		2.5	
Household Density per Square Mile	972		974		721		659	
Population Family	6,963	86.3%	57,509	83.2%	120,134	83.8%	216,047	83.5%
Population Non-Family	990	12.3%	10,752	15.5%	21,150	14.8%	37,209	14.4%
Population Group Quarters	113	1.4%	895	1.3%	1,999	1.4%	5,563	2.1%
Family Households	2,226	72.9%	18,428	67.0%	38,746	68.5%	70,024	69.0%
Married Couple Households	1,916	86.1%	15,263	82.8%	32,673	84.3%	58,869	84.1%
Other Family Households with Children	310	13.9%	3,164	17.2%	6,072	15.7%	11,155	15.9%
Family Households with Children	1,035	46.5%	8,561	46.5%	17,176	44.3%	30,523	43.6%
Married Couple with Children	881	85.1%	6,941	81.1%	14,062	81.9%	24,731	81.0%
Other Family Households with Children	155	14.9%	1,620	18.9%	3,114	18.1%	5,792	19.0%
Family Households No Children	1,190	53.5%	9,867	53.5%	21,570	55.7%	39,501	56.4%
Married Couple No Children	1,035	87.0%	8,323	84.4%	18,612	86.3%	34,138	86.4%
Other Family Households No Children	155	13.0%	1,544	15.6%	2,958	13.7%	5,363	13.6%
Non-Family Households	827	27.1%	9,097	33.0%	17,828	31.5%	31,460	31.0%
Non-Family Households with Children	4	0.5%	62	0.7%	119	0.7%	193	0.6%
Non-Family Households No Children	823	99.5%	9,035	99.3%	17,709	99.3%	31,267	99.4%
Average Family Household Size	3.1		3.1		3.1		3.1	
Average Family Income	\$174,017		\$155,609		\$167,716		\$167,551	
Median Family Income	\$124,019		\$122,978		\$130,348		\$130,980	
Average Non-Family Household Size	1.2		1.2		1.2		1.2	
<b>Marital Status (2020)</b>								
Population Age 15 Years or Over	6,631		56,835		118,402		214,941	
Never Married	1,894	28.6%	15,788	27.8%	32,508	27.5%	58,683	27.3%
Currently Married	3,725	56.2%	30,570	53.8%	65,194	55.1%	119,257	55.5%
Previously Married	1,013	15.3%	10,477	18.4%	20,699	17.5%	37,001	17.2%
Separated	116	11.4%	1,795	17.1%	3,350	16.2%	6,165	16.7%
Widowed	294	29.1%	3,483	33.2%	7,427	35.9%	13,417	36.3%
Divorced	603	59.5%	5,198	49.6%	9,923	47.9%	17,419	47.1%
<b>Educational Attainment (2020)</b>								
Adult Population Age 25 Years or Over	5,743		48,991		102,272		184,705	
Elementary (Grade Level 0 to 8)	53	0.9%	927	1.9%	1,876	1.8%	3,641	2.0%
Some High School (Grade Level 9 to 11)	102	1.8%	1,428	2.9%	2,842	2.8%	5,657	3.1%
High School Graduate	1,087	18.9%	11,294	23.1%	22,723	22.2%	41,816	22.6%
Some College	800	13.9%	6,993	14.3%	14,218	13.9%	26,093	14.1%
Associate Degree Only	438	7.6%	3,881	7.9%	7,889	7.7%	13,741	7.4%
Bachelor Degree Only	2,119	36.9%	15,120	30.9%	31,258	30.6%	54,823	29.7%
Graduate Degree	1,142	19.9%	9,347	19.1%	21,465	21.0%	38,933	21.1%
Any College (Some College or Higher)	4,500	78.4%	35,342	72.1%	74,830	73.2%	133,590	72.3%
College Degree + (Bachelor Degree or Higher)	3,261	56.8%	24,468	49.9%	52,723	51.6%	93,756	50.8%

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# COMPLETE PROFILE

2000-2010 Census, 2020 Estimates with 2025 Projections

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Lat/Lon: 40.2468/-75.2399

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## Water Tower Square

### Lansdale, PA 19446

#### Housing

	1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Total Housing Units (2020)	3,084		28,034		57,637		103,398	
Total Housing Units (2010)	2,993		26,818		55,304		99,021	
Historical Annual Growth (2010-2020)	91	0.3%	1,216	0.5%	2,333	0.4%	4,377	0.4%
Housing Units Occupied (2020)	3,053	99.0%	27,525	98.2%	56,573	98.2%	101,484	98.1%
Housing Units Owner-Occupied	2,824	92.5%	20,593	74.8%	42,481	75.1%	77,241	76.1%
Housing Units Renter-Occupied	230	7.5%	6,932	25.2%	14,092	24.9%	24,243	23.9%
Housing Units Vacant (2020)	31	1.0%	510	1.8%	1,064	1.8%	1,914	1.9%

#### Household Size (2020)

	1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Total Households	3,053		27,525		56,573		101,484	
1 Person Households	686	22.5%	7,575	27.5%	14,976	26.5%	26,596	26.2%
2 Person Households	1,045	34.2%	8,952	32.5%	18,938	33.5%	34,455	34.0%
3 Person Households	524	17.1%	4,319	15.7%	8,895	15.7%	15,985	15.8%
4 Person Households	500	16.4%	4,090	14.9%	8,463	15.0%	15,101	14.9%
5 Person Households	206	6.8%	1,808	6.6%	3,674	6.5%	6,509	6.4%
6 Person Households	64	2.1%	512	1.9%	1,104	2.0%	1,938	1.9%
7 or More Person Households	28	0.9%	269	1.0%	522	0.9%	900	0.9%

#### Household Income Distribution (2020)

	1 mi radius		3 mi radius		5 mi radius		7 mi radius	
HH Income \$200,000 or More	578	18.9%	4,250	15.4%	9,937	17.6%	18,054	17.8%
HH Income \$150,000 to \$199,999	369	12.1%	2,901	10.5%	6,349	11.2%	11,591	11.4%
HH Income \$125,000 to \$149,999	306	10.0%	2,204	8.0%	4,366	7.7%	8,033	7.9%
HH Income \$100,000 to \$124,999	336	11.0%	3,089	11.2%	5,915	10.5%	10,914	10.8%
HH Income \$75,000 to \$99,999	419	13.7%	3,657	13.3%	7,447	13.2%	13,140	12.9%
HH Income \$50,000 to \$74,999	409	13.4%	4,167	15.1%	8,516	15.1%	15,012	14.8%
HH Income \$35,000 to \$49,999	323	10.6%	2,554	9.3%	5,032	8.9%	8,799	8.7%
HH Income \$25,000 to \$34,999	130	4.3%	1,667	6.1%	3,255	5.8%	5,352	5.3%
HH Income \$15,000 to \$24,999	89	2.9%	1,621	5.9%	3,038	5.4%	5,899	5.8%
HH Income \$10,000 to \$14,999	16	0.5%	501	1.8%	961	1.7%	1,679	1.7%
HH Income Under \$10,000	79	2.6%	915	3.3%	1,758	3.1%	3,011	3.0%

#### Household Vehicles (2020)

	1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Households 0 Vehicles Available	54	1.8%	1,450	5.3%	2,692	4.8%	4,824	4.8%
Households 1 Vehicle Available	733	24.0%	8,363	30.4%	16,769	29.6%	29,283	28.9%
Households 2 Vehicles Available	1,449	47.4%	11,611	42.2%	23,774	42.0%	43,195	42.6%
Households 3 or More Vehicles Available	818	26.8%	6,101	22.2%	13,338	23.6%	24,182	23.8%
Total Vehicles Available	6,440		52,215		109,193		197,574	
Average Vehicles per Household	2.1		1.9		1.9		1.9	
Owner-Occupied Household Vehicles	6,078	94.4%	43,162	82.7%	90,801	83.2%	166,181	84.1%
Average Vehicles per Owner-Occupied Household	2.2		2.1		2.1		2.2	
Renter-Occupied Household Vehicles	363	5.6%	9,054	17.3%	18,393	16.8%	31,392	15.9%
Average Vehicles per Renter-Occupied Household	1.6		1.3		1.3		1.3	

#### Travel Time (2020)

	1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Worker Base Age 16 years or Over	4,360		37,298		77,070		139,038	
Travel to Work in 14 Minutes or Less	1,039	23.8%	8,106	21.7%	16,102	20.9%	29,805	21.4%
Travel to Work in 15 to 29 Minutes	1,351	31.0%	11,753	31.5%	23,361	30.3%	41,539	29.9%
Travel to Work in 30 to 59 Minutes	1,381	31.7%	11,496	30.8%	24,133	31.3%	43,109	31.0%
Travel to Work in 60 Minutes or More	548	12.6%	4,440	11.9%	9,073	11.8%	16,200	11.7%
Work at Home	343	7.9%	2,406	6.4%	5,155	6.7%	8,904	6.4%
Average Minutes Travel to Work	25.6		25.5		25.8		25.7	

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# COMPLETE PROFILE

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Lat/Lon: 40.2468/-75.2399

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## Water Tower Square

Lansdale, PA 19446

### Transportation To Work (2020)

	1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Worker Base Age 16 years or Over	4,360		37,298		77,070		139,038	
Drive to Work Alone	3,565	81.8%	30,197	81.0%	63,191	82.0%	114,366	82.3%
Drive to Work in Carpool	172	3.9%	2,152	5.8%	4,132	5.4%	7,711	5.5%
Travel to Work by Public Transportation	168	3.8%	1,552	4.2%	2,916	3.8%	5,125	3.7%
Drive to Work on Motorcycle	-	-	5	-	6	-	12	-
Bicycle to Work	-	-	48	0.1%	81	0.1%	173	0.1%
Walk to Work	87	2.0%	725	1.9%	1,225	1.6%	2,262	1.6%
Other Means	25	0.6%	212	0.6%	364	0.5%	484	0.3%
Work at Home	343	7.9%	2,406	6.4%	5,155	6.7%	8,904	6.4%

### Daytime Demographics (2020)

Total Businesses	520		3,353		5,820		10,457	
Total Employees	6,083		37,835		69,192		127,225	
Company Headquarter Businesses	-	-	19	0.6%	51	0.9%	98	0.9%
Company Headquarter Employees	-	-	2,382	6.3%	8,130	11.8%	16,761	13.2%
Employee Population per Business	11.7 to 1		11.3 to 1		11.9 to 1		12.2 to 1	
Residential Population per Business	15.5 to 1		20.6 to 1		24.6 to 1		24.8 to 1	
Adj. Daytime Demographics Age 16 Years or Over	7,915		55,535		107,904		199,076	

### Labor Force

Labor Population Age 16 Years or Over (2020)	6,525		55,979		116,613		211,579	
Labor Force Total Males (2020)	3,126	47.9%	26,915	48.1%	56,120	48.1%	101,830	48.1%
Male Civilian Employed	2,392	76.5%	19,738	73.3%	40,235	71.7%	72,325	71.0%
Male Civilian Unemployed	61	2.0%	524	1.9%	1,019	1.8%	2,034	2.0%
Males in Armed Forces	-	-	11	-	17	-	135	0.1%
Males Not in Labor Force	673	21.5%	6,642	24.7%	14,848	26.5%	27,337	26.8%
Labor Force Total Females (2020)	3,399	52.1%	29,064	51.9%	60,493	51.9%	109,749	51.9%
Female Civilian Employed	2,302	67.7%	18,531	63.8%	37,648	62.2%	67,269	61.3%
Female Civilian Unemployed	72	2.1%	495	1.7%	927	1.5%	1,772	1.6%
Females in Armed Forces	-	-	-	-	-	-	-	-
Females Not in Labor Force	1,025	30.2%	10,039	34.5%	21,918	36.2%	40,708	37.1%
Unemployment Rate	134	2.0%	1,019	1.8%	1,946	1.7%	3,806	1.8%

### Occupation (2020)

Occupation Population Age 16 Years or Over	4,693		38,268		77,883		139,594	
Occupation Total Males	2,392	51.0%	19,738	51.6%	40,235	51.7%	72,325	51.8%
Occupation Total Females	2,302	49.0%	18,531	48.4%	37,648	48.3%	67,269	48.2%
Management, Business, Financial Operations	1,138	24.2%	8,930	23.3%	17,918	23.0%	31,020	22.2%
Professional, Related	1,381	29.4%	10,541	27.5%	21,900	28.1%	39,821	28.5%
Service	580	12.4%	4,787	12.5%	9,839	12.6%	18,055	12.9%
Sales, Office	1,060	22.6%	8,256	21.6%	16,627	21.3%	29,632	21.2%
Farming, Fishing, Forestry	2	-	47	0.1%	64	-	155	0.1%
Construction, Extraction, Maintenance	188	4.0%	1,953	5.1%	4,134	5.3%	7,982	5.7%
Production, Transport, Material Moving	344	7.3%	3,754	9.8%	7,400	9.5%	12,929	9.3%
White Collar Workers	3,579	76.3%	27,727	72.5%	56,445	72.5%	100,473	72.0%
Blue Collar Workers	1,114	23.7%	10,541	27.5%	21,438	27.5%	39,121	28.0%

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# COMPLETE PROFILE

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Lat/Lon: 40.2468/-75.2399

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## Water Tower Square

Lansdale, PA 19446

### Units In Structure (2020)

	1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Total Units	2,888		25,555		52,610		94,774	
1 Detached Unit	1,585	54.9%	13,922	54.5%	30,182	57.4%	56,363	59.5%
1 Attached Unit	1,110	38.4%	7,095	27.8%	13,139	25.0%	22,985	24.3%
2 Units	11	0.4%	670	2.6%	1,249	2.4%	2,737	2.9%
3 to 4 Units	32	1.1%	815	3.2%	1,453	2.8%	2,721	2.9%
5 to 9 Units	129	4.5%	954	3.7%	1,765	3.4%	2,939	3.1%
10 to 19 Units	151	5.2%	1,357	5.3%	3,000	5.7%	4,454	4.7%
20 to 49 Units	9	0.3%	860	3.4%	1,846	3.5%	3,091	3.3%
50 or More Units	20	0.7%	1,174	4.6%	2,730	5.2%	4,374	4.6%
Mobile Home or Trailer	5	0.2%	658	2.6%	1,181	2.2%	1,784	1.9%
Other Structure	-	-	20	-	28	-	36	-

### Homes Built By Year (2020)

Homes Built 2014 or later	19	0.6%	476	1.7%	1,053	1.8%	2,017	2.0%
Homes Built 2010 to 2013	63	2.1%	741	2.6%	1,473	2.6%	2,213	2.1%
Homes Built 2000 to 2009	152	4.9%	2,784	9.9%	6,776	11.8%	10,509	10.2%
Homes Built 1990 to 1999	796	25.8%	5,050	18.0%	10,153	17.6%	17,541	17.0%
Homes Built 1980 to 1989	1,012	32.8%	4,789	17.1%	9,534	16.5%	17,373	16.8%
Homes Built 1970 to 1979	495	16.0%	3,329	11.9%	7,857	13.6%	14,941	14.5%
Homes Built 1960 to 1969	138	4.5%	3,256	11.6%	6,009	10.4%	11,541	11.2%
Homes Built 1950 to 1959	213	6.9%	3,220	11.5%	6,406	11.1%	11,659	11.3%
Homes Built 1940 to 1949	37	1.2%	942	3.4%	1,760	3.1%	3,214	3.1%
Homes Built Before 1939	128	4.1%	2,937	10.5%	5,552	9.6%	10,475	10.1%
Median Age of Homes	33.5 yrs		39.8 yrs		38.6 yrs		39.5 yrs	

### Home Values (2020)

Owner Specified Housing Units	2,824		20,593		42,481		77,241	
Home Values \$1,000,000 or More	7	0.2%	145	0.7%	656	1.5%	1,135	1.5%
Home Values \$750,000 to \$999,999	27	1.0%	504	2.4%	1,299	3.1%	2,300	3.0%
Home Values \$500,000 to \$749,999	253	9.0%	2,776	13.5%	6,684	15.7%	12,592	16.3%
Home Values \$400,000 to \$499,999	500	17.7%	2,954	14.3%	6,835	16.1%	13,294	17.2%
Home Values \$300,000 to \$399,999	846	30.0%	5,414	26.3%	11,334	26.7%	20,556	26.6%
Home Values \$250,000 to \$299,999	465	16.5%	3,146	15.3%	5,595	13.2%	9,700	12.6%
Home Values \$200,000 to \$249,999	233	8.3%	2,410	11.7%	4,531	10.7%	8,200	10.6%
Home Values \$175,000 to \$199,999	143	5.1%	819	4.0%	1,329	3.1%	2,594	3.4%
Home Values \$150,000 to \$174,999	213	7.5%	763	3.7%	1,170	2.8%	2,085	2.7%
Home Values \$125,000 to \$149,999	49	1.7%	388	1.9%	631	1.5%	988	1.3%
Home Values \$100,000 to \$124,999	16	0.6%	260	1.3%	492	1.2%	757	1.0%
Home Values \$90,000 to \$99,999	7	0.3%	127	0.6%	202	0.5%	293	0.4%
Home Values \$80,000 to \$89,999	1	-	111	0.5%	188	0.4%	279	0.4%
Home Values \$70,000 to \$79,999	1	-	118	0.6%	155	0.4%	188	0.2%
Home Values \$60,000 to \$69,999	8	0.3%	81	0.4%	160	0.4%	242	0.3%
Home Values \$50,000 to \$59,999	2	-	96	0.5%	164	0.4%	304	0.4%
Home Values \$35,000 to \$49,999	1	-	96	0.5%	181	0.4%	277	0.4%
Home Values \$25,000 to \$34,999	-	-	106	0.5%	171	0.4%	220	0.3%
Home Values \$10,000 to \$24,999	1	-	109	0.5%	229	0.5%	405	0.5%
Home Values Under \$10,000	26	0.9%	84	0.4%	199	0.5%	369	0.5%
Owner-Occupied Median Home Value	\$309,897		\$334,055		\$366,901		\$369,541	
Renter-Occupied Median Rent	\$1,311		\$1,174		\$1,203		\$1,186	

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## Water Tower Square

Lansdale, PA 19446

### Total Annual Consumer Expenditure (2020)

	1 mi radius	3 mi radius	5 mi radius	7 mi radius
Total Household Expenditure	\$288.67 M	\$2.28 B	\$4.96 B	\$8.91 B
Total Non-Retail Expenditure	\$152.72 M	\$1.21 B	\$2.63 B	\$4.73 B
Total Retail Expenditure	\$135.95 M	\$1.07 B	\$2.33 B	\$4.18 B
Apparel	\$10.35 M	\$81.53 M	\$178.05 M	\$319.42 M
Contributions	\$10.1 M	\$78.79 M	\$174.1 M	\$313.14 M
Education	\$9.66 M	\$75.29 M	\$167.31 M	\$300.73 M
Entertainment	\$16.83 M	\$131.8 M	\$288.29 M	\$517.84 M
Food and Beverages	\$41.78 M	\$330.86 M	\$718.64 M	\$1.29 B
Furnishings and Equipment	\$10.42 M	\$81.53 M	\$178.17 M	\$320.03 M
Gifts	\$7.66 M	\$59.79 M	\$132.51 M	\$238.16 M
Health Care	\$23.78 M	\$187.97 M	\$408.09 M	\$732.86 M
Household Operations	\$11.61 M	\$91.22 M	\$199.72 M	\$358.73 M
Miscellaneous Expenses	\$5.53 M	\$43.45 M	\$94.83 M	\$170.3 M
Personal Care	\$3.87 M	\$30.55 M	\$66.54 M	\$119.45 M
Personal Insurance	\$2.2 M	\$17.01 M	\$37.5 M	\$67.47 M
Reading	\$637.58 K	\$5.02 M	\$10.99 M	\$19.75 M
Shelter	\$60.09 M	\$477.43 M	\$1.04 B	\$1.87 B
Tobacco	\$1.5 M	\$12.25 M	\$26.11 M	\$46.66 M
Transportation	\$52.47 M	\$412.48 M	\$896.37 M	\$1.61 B
Utilities	\$20.18 M	\$160.72 M	\$347.27 M	\$622.5 M

### Monthly Household Consumer Expenditure (2020)

	1 mi radius	3 mi radius	5 mi radius	7 mi radius
Total Household Expenditure	\$7,879	\$6,896	\$7,313	\$7,317
Total Non-Retail Expenditure	\$4,168 52.9%	\$3,654 53.0%	\$3,880 53.1%	\$3,883 53.1%
Total Retail Expenditures	\$3,710 47.1%	\$3,242 47.0%	\$3,433 46.9%	\$3,434 46.9%
Apparel	\$282 3.6%	\$247 3.6%	\$262 3.6%	\$262 3.6%
Contributions	\$276 3.5%	\$239 3.5%	\$256 3.5%	\$257 3.5%
Education	\$264 3.3%	\$228 3.3%	\$246 3.4%	\$247 3.4%
Entertainment	\$459 5.8%	\$399 5.8%	\$425 5.8%	\$425 5.8%
Food and Beverages	\$1,140 14.5%	\$1,002 14.5%	\$1,059 14.5%	\$1,059 14.5%
Furnishings and Equipment	\$284 3.6%	\$247 3.6%	\$262 3.6%	\$263 3.6%
Gifts	\$209 2.7%	\$181 2.6%	\$195 2.7%	\$196 2.7%
Health Care	\$649 8.2%	\$569 8.3%	\$601 8.2%	\$602 8.2%
Household Operations	\$317 4.0%	\$276 4.0%	\$294 4.0%	\$295 4.0%
Miscellaneous Expenses	\$151 1.9%	\$132 1.9%	\$140 1.9%	\$140 1.9%
Personal Care	\$106 1.3%	\$93 1.3%	\$98 1.3%	\$98 1.3%
Personal Insurance	\$60 0.8%	\$52 0.7%	\$55 0.8%	\$55 0.8%
Reading	\$17 0.2%	\$15 0.2%	\$16 0.2%	\$16 0.2%
Shelter	\$1,640 20.8%	\$1,445 21.0%	\$1,532 21.0%	\$1,532 20.9%
Tobacco	\$41 0.5%	\$37 0.5%	\$38 0.5%	\$38 0.5%
Transportation	\$1,432 18.2%	\$1,249 18.1%	\$1,320 18.1%	\$1,321 18.1%
Utilities	\$551 7.0%	\$487 7.1%	\$512 7.0%	\$511 7.0%

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