



Community Profile

Rings: 1, 3, 5 mile radii

2932 Springfield Rd, Broomall, PA 19008,

Latitude: 39.9819

Longitude: -75.37587

	1 mile	3 mile	5 mile
Population Summary			
2010 Total Population	12,166	52,890	203,989
2020 Total Population	13,020	57,254	216,799
2020 Group Quarters	79	891	11,002
2023 Total Population	12,973	57,814	216,585
2023 Group Quarters	79	893	11,011
2028 Total Population	12,767	57,766	216,306
2023-2028 Annual Rate	-0.32%	-0.02%	-0.03%
2023 Total Daytime Population	10,102	55,159	211,815
Workers	3,968	27,137	106,943
Residents	6,134	28,022	104,872
Household Summary			
2010 Households	4,837	19,966	76,787
2010 Average Household Size	2.44	2.58	2.52
2020 Total Households	5,229	21,562	79,987
2020 Average Household Size	2.47	2.61	2.57
2023 Households	5,221	21,939	80,671
2023 Average Household Size	2.47	2.59	2.55
2028 Households	5,194	22,178	81,424
2028 Average Household Size	2.44	2.56	2.52
2023-2028 Annual Rate	-0.10%	0.22%	0.19%
2010 Families	3,242	14,348	51,475
2010 Average Family Size	3.06	3.11	3.12
2023 Families	3,318	15,260	52,084
2023 Average Family Size	3.20	3.19	3.23
2028 Families	3,283	15,376	52,369
2028 Average Family Size	3.17	3.16	3.20
2023-2028 Annual Rate	-0.21%	0.15%	0.11%
Housing Unit Summary			
2000 Housing Units	4,734	20,203	80,002
Owner Occupied Housing Units	79.8%	80.9%	72.9%
Renter Occupied Housing Units	18.7%	17.0%	24.1%
Vacant Housing Units	1.5%	2.1%	3.0%
2010 Housing Units	5,081	20,942	81,065
Owner Occupied Housing Units	75.4%	79.0%	71.5%
Renter Occupied Housing Units	19.9%	16.4%	23.2%
Vacant Housing Units	4.8%	4.7%	5.3%
2020 Housing Units	5,419	22,536	84,069
Vacant Housing Units	3.5%	4.3%	4.9%
2023 Housing Units	5,401	23,040	84,854
Owner Occupied Housing Units	77.1%	80.1%	71.8%
Renter Occupied Housing Units	19.6%	15.1%	23.2%
Vacant Housing Units	3.3%	4.8%	4.9%
2028 Housing Units	5,361	23,197	85,540
Owner Occupied Housing Units	77.8%	80.5%	71.9%
Renter Occupied Housing Units	19.1%	15.2%	23.3%
Vacant Housing Units	3.1%	4.4%	4.8%
Median Household Income			
2023	\$111,620	\$129,598	\$115,466
2028	\$133,733	\$154,173	\$134,075
Median Home Value			
2023	\$431,093	\$486,733	\$452,163
2028	\$475,052	\$527,106	\$500,127
Per Capita Income			
2023	\$64,949	\$72,894	\$65,053
2028	\$76,134	\$84,074	\$74,778
Median Age			
2010	47.0	46.2	40.7
2023	50.5	48.6	42.2
2028	49.9	48.2	42.8

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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2023 Households by Income			
Household Income Base	5,221	21,936	80,668
<\$15,000	4.0%	3.6%	4.3%
\$15,000 - \$24,999	6.2%	4.0%	3.6%
\$25,000 - \$34,999	4.9%	4.8%	4.7%
\$35,000 - \$49,999	6.1%	5.9%	7.3%
\$50,000 - \$74,999	12.3%	10.4%	12.0%
\$75,000 - \$99,999	11.0%	9.3%	10.6%
\$100,000 - \$149,999	17.8%	17.7%	18.4%
\$150,000 - \$199,999	11.3%	11.9%	11.9%
\$200,000+	26.4%	32.4%	27.1%
Average Household Income	\$162,720	\$192,310	\$173,584
2028 Households by Income			
Household Income Base	5,194	22,175	81,421
<\$15,000	3.3%	2.9%	3.6%
\$15,000 - \$24,999	4.4%	2.8%	2.6%
\$25,000 - \$34,999	3.5%	3.5%	3.5%
\$35,000 - \$49,999	5.0%	4.8%	5.8%
\$50,000 - \$74,999	10.6%	8.3%	10.2%
\$75,000 - \$99,999	9.5%	8.2%	10.1%
\$100,000 - \$149,999	18.1%	17.8%	18.8%
\$150,000 - \$199,999	14.3%	14.7%	14.5%
\$200,000+	31.2%	36.9%	30.9%
Average Household Income	\$188,719	\$219,340	\$197,514
2023 Owner Occupied Housing Units by Value			
Total	4,163	18,457	60,949
<\$50,000	0.6%	0.3%	0.5%
\$50,000 - \$99,999	0.0%	0.0%	0.3%
\$100,000 - \$149,999	0.1%	0.1%	2.0%
\$150,000 - \$199,999	0.5%	0.3%	3.3%
\$200,000 - \$249,999	2.1%	1.8%	4.1%
\$250,000 - \$299,999	6.4%	4.3%	6.9%
\$300,000 - \$399,999	31.0%	23.9%	23.6%
\$400,000 - \$499,999	29.7%	22.3%	17.9%
\$500,000 - \$749,999	26.9%	36.9%	29.4%
\$750,000 - \$999,999	1.5%	7.2%	7.7%
\$1,000,000 - \$1,499,999	1.0%	2.3%	3.3%
\$1,500,000 - \$1,999,999	0.0%	0.3%	0.5%
\$2,000,000 +	0.1%	0.3%	0.5%
Average Home Value	\$462,158	\$535,349	\$513,138
2028 Owner Occupied Housing Units by Value			
Total	4,170	18,660	61,509
<\$50,000	0.0%	0.0%	0.1%
\$50,000 - \$99,999	0.0%	0.0%	0.0%
\$100,000 - \$149,999	0.0%	0.0%	0.8%
\$150,000 - \$199,999	0.1%	0.0%	1.8%
\$200,000 - \$249,999	0.7%	0.6%	2.6%
\$250,000 - \$299,999	2.5%	1.7%	4.2%
\$300,000 - \$399,999	20.7%	16.7%	18.8%
\$400,000 - \$499,999	34.5%	25.9%	21.7%
\$500,000 - \$749,999	39.0%	46.1%	38.4%
\$750,000 - \$999,999	1.6%	7.0%	8.0%
\$1,000,000 - \$1,499,999	0.8%	1.7%	3.0%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.4%
\$2,000,000 +	0.0%	0.1%	0.3%
Average Home Value	\$504,951	\$556,242	\$544,660

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 2023 and 2028. 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	12,168	52,889	203,989
0 - 4	4.5%	4.7%	5.4%
5 - 9	5.1%	5.6%	5.8%
10 - 14	6.1%	6.8%	6.3%
15 - 24	11.1%	11.1%	15.2%
25 - 34	8.5%	8.2%	10.8%
35 - 44	11.4%	11.5%	12.1%
45 - 54	16.1%	16.8%	15.4%
55 - 64	13.1%	14.4%	12.9%
65 - 74	9.1%	8.9%	7.3%
75 - 84	9.3%	7.5%	5.7%
85 +	5.7%	4.4%	3.0%
18 +	80.0%	78.4%	78.3%
2023 Population by Age			
Total	12,974	57,816	216,586
0 - 4	3.9%	4.1%	4.6%
5 - 9	4.5%	5.0%	5.3%
10 - 14	5.3%	6.1%	6.1%
15 - 24	9.7%	10.4%	14.5%
25 - 34	10.5%	9.5%	10.9%
35 - 44	10.5%	10.8%	11.9%
45 - 54	11.7%	12.6%	11.9%
55 - 64	15.0%	15.6%	13.8%
65 - 74	12.7%	13.0%	11.4%
75 - 84	10.2%	8.4%	6.4%
85 +	5.9%	4.5%	3.1%
18 +	82.9%	80.8%	79.9%
2028 Population by Age			
Total	12,767	57,767	216,304
0 - 4	4.2%	4.3%	4.7%
5 - 9	4.4%	4.9%	5.1%
10 - 14	4.8%	5.6%	5.6%
15 - 24	8.8%	9.5%	14.0%
25 - 34	10.3%	9.5%	10.7%
35 - 44	12.5%	12.4%	12.7%
45 - 54	10.1%	11.6%	11.8%
55 - 64	13.7%	14.0%	12.3%
65 - 74	13.2%	13.7%	12.0%
75 - 84	11.5%	9.7%	7.8%
85 +	6.4%	4.8%	3.4%
18 +	83.5%	81.6%	80.8%
2010 Population by Sex			
Males	5,694	25,193	96,959
Females	6,472	27,697	107,029
2023 Population by Sex			
Males	6,149	27,901	104,679
Females	6,824	29,913	111,906
2028 Population by Sex			
Males	6,022	27,835	104,452
Females	6,744	29,932	111,854

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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Rings: 1, 3, 5 mile radii

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2010 Population by Race/Ethnicity			
Total	12,167	52,889	203,988
White Alone	91.8%	90.3%	88.3%
Black Alone	1.3%	1.8%	4.2%
American Indian Alone	0.1%	0.1%	0.1%
Asian Alone	5.6%	6.6%	5.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.2%	0.3%	0.5%
Two or More Races	0.9%	1.0%	1.4%
Hispanic Origin	1.3%	1.3%	2.1%
Diversity Index	17.5	20.2	24.7
2020 Population by Race/Ethnicity			
Total	13,020	57,254	216,799
White Alone	85.8%	84.4%	80.4%
Black Alone	1.8%	2.4%	6.0%
American Indian Alone	0.1%	0.1%	0.1%
Asian Alone	8.3%	8.3%	7.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.7%	0.7%	1.1%
Two or More Races	3.4%	4.1%	5.0%
Hispanic Origin	2.1%	2.6%	3.4%
Diversity Index	28.6	31.5	38.6
2023 Population by Race/Ethnicity			
Total	12,973	57,814	216,585
White Alone	84.5%	83.1%	79.2%
Black Alone	1.8%	2.5%	6.2%
American Indian Alone	0.1%	0.1%	0.1%
Asian Alone	9.1%	9.1%	8.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.8%	0.7%	1.2%
Two or More Races	3.7%	4.4%	5.3%
Hispanic Origin	2.3%	2.9%	3.8%
Diversity Index	30.8	33.8	40.7
2028 Population by Race/Ethnicity			
Total	12,767	57,766	216,305
White Alone	82.1%	80.6%	76.6%
Black Alone	2.1%	2.8%	6.7%
American Indian Alone	0.1%	0.1%	0.1%
Asian Alone	10.5%	10.4%	9.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.0%	0.9%	1.4%
Two or More Races	4.3%	5.2%	6.1%
Hispanic Origin	2.7%	3.4%	4.4%
Diversity Index	34.9	37.9	44.8
2010 Population by Relationship and Household Type			
Total	12,167	52,890	203,989
In Households	97.2%	97.4%	94.8%
In Family Households	82.5%	85.2%	79.7%
Householder	26.5%	27.1%	25.3%
Spouse	21.8%	23.0%	20.7%
Child	29.9%	31.3%	30.1%
Other relative	3.4%	3.0%	2.6%
Nonrelative	1.0%	0.9%	1.0%
In Nonfamily Households	14.7%	12.2%	15.1%
In Group Quarters	2.8%	2.6%	5.2%
Institutionalized Population	2.7%	1.7%	0.9%
Noninstitutionalized Population	0.1%	0.9%	4.3%

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.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2023 Population 25+ by Educational Attainment			
Total	9,923	42,996	150,390
Less than 9th Grade	1.4%	1.0%	0.9%
9th - 12th Grade, No Diploma	2.1%	1.8%	1.9%
High School Graduate	20.9%	17.9%	15.2%
GED/Alternative Credential	1.2%	1.2%	1.3%
Some College, No Degree	10.4%	10.2%	11.2%
Associate Degree	5.4%	6.5%	6.8%
Bachelor's Degree	36.5%	34.0%	34.1%
Graduate/Professional Degree	22.2%	27.4%	28.7%
2023 Population 15+ by Marital Status			
Total	11,178	49,030	181,850
Never Married	26.9%	24.5%	32.0%
Married	58.0%	63.0%	56.6%
Widowed	7.2%	6.4%	4.9%
Divorced	7.9%	6.1%	6.5%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	7,117	31,143	118,028
Population 16+ Employed	97.9%	97.4%	96.3%
Population 16+ Unemployment rate	2.1%	2.6%	3.7%
Population 16-24 Employed	9.2%	8.7%	11.6%
Population 16-24 Unemployment rate	8.3%	10.4%	11.1%
Population 25-54 Employed	53.8%	54.8%	56.8%
Population 25-54 Unemployment rate	0.8%	1.4%	2.2%
Population 55-64 Employed	21.7%	22.6%	20.2%
Population 55-64 Unemployment rate	1.9%	2.7%	3.1%
Population 65+ Employed	15.3%	14.0%	11.4%
Population 65+ Unemployment rate	2.9%	2.0%	3.4%
2023 Employed Population 16+ by Industry			
Total	6,969	30,323	113,719
Agriculture/Mining	0.1%	0.2%	0.3%
Construction	8.6%	6.2%	4.9%
Manufacturing	7.7%	7.9%	6.7%
Wholesale Trade	0.5%	1.4%	1.6%
Retail Trade	10.3%	8.5%	8.1%
Transportation/Utilities	3.6%	2.9%	4.0%
Information	3.4%	3.0%	2.4%
Finance/Insurance/Real Estate	10.3%	11.7%	10.9%
Services	52.3%	54.8%	58.1%
Public Administration	3.3%	3.4%	3.0%
2023 Employed Population 16+ by Occupation			
Total	6,971	30,322	113,720
White Collar	76.4%	80.4%	79.9%
Management/Business/Financial	27.1%	28.5%	26.4%
Professional	33.7%	35.5%	35.9%
Sales	6.5%	8.6%	8.9%
Administrative Support	9.0%	7.8%	8.7%
Services	10.1%	8.7%	10.2%
Blue Collar	13.5%	10.9%	9.9%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	4.5%	3.4%	2.8%
Installation/Maintenance/Repair	2.5%	2.1%	1.7%
Production	2.9%	2.6%	1.9%
Transportation/Material Moving	3.6%	2.7%	3.3%

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2010 Households by Type			
Total	4,837	19,965	76,787
Households with 1 Person	29.6%	24.7%	27.3%
Households with 2+ People	70.4%	75.3%	72.7%
Family Households	67.0%	71.9%	67.0%
Husband-wife Families	55.2%	60.8%	55.1%
With Related Children	22.5%	25.8%	25.1%
Other Family (No Spouse Present)	11.8%	11.0%	12.0%
Other Family with Male Householder	3.2%	3.1%	3.2%
With Related Children	1.3%	1.2%	1.4%
Other Family with Female Householder	8.6%	8.0%	8.8%
With Related Children	3.5%	3.4%	4.2%
Nonfamily Households	3.4%	3.5%	5.7%
All Households with Children	27.7%	30.6%	30.8%
Multigenerational Households	3.4%	3.3%	2.9%
Unmarried Partner Households	3.2%	3.2%	4.2%
Male-female	2.7%	2.6%	3.6%
Same-sex	0.5%	0.6%	0.7%
2010 Households by Size			
Total	4,836	19,966	76,788
1 Person Household	29.6%	24.7%	27.3%
2 Person Household	31.1%	33.1%	32.1%
3 Person Household	16.1%	16.6%	16.2%
4 Person Household	14.2%	15.4%	14.7%
5 Person Household	5.8%	6.9%	6.7%
6 Person Household	2.1%	2.4%	2.2%
7 + Person Household	1.0%	0.9%	0.8%
2010 Households by Tenure and Mortgage Status			
Total	4,838	19,966	76,788
Owner Occupied	79.1%	82.8%	75.5%
Owned with a Mortgage/Loan	52.4%	56.4%	53.2%
Owned Free and Clear	26.7%	26.5%	22.3%
Renter Occupied	20.9%	17.2%	24.5%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	100	101	92
Percent of Income for Mortgage	23.2%	22.6%	23.5%
Wealth Index	193	237	195
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	5,081	20,942	81,065
Housing Units Inside Urbanized Area	100.0%	100.0%	99.6%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.4%
2010 Population By Urban/ Rural Status			
Total Population	12,166	52,890	203,989
Population Inside Urbanized Area	100.0%	100.0%	99.7%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.3%

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.	Pleasantville (2B)	Pleasantville (2B)	Pleasantville (2B)
2.	Golden Years (9B)	Top Tier (1A)	Top Tier (1A)
3.	Parks and Rec (5C)	Golden Years (9B)	Savvy Suburbanites (1D)
2023 Consumer Spending			
Apparel & Services: Total \$	\$17,053,013	\$83,572,300	\$280,843,669
Average Spent	\$3,266.24	\$3,809.30	\$3,481.35
Spending Potential Index	149	173	158
Education: Total \$	\$17,265,620	\$85,956,368	\$277,565,478
Average Spent	\$3,306.96	\$3,917.97	\$3,440.71
Spending Potential Index	184	218	192
Entertainment/Recreation: Total \$	\$28,930,778	\$143,468,607	\$477,912,117
Average Spent	\$5,541.23	\$6,539.43	\$5,924.21
Spending Potential Index	147	173	157
Food at Home: Total \$	\$52,303,824	\$255,039,340	\$855,038,957
Average Spent	\$10,017.97	\$11,624.93	\$10,599.09
Spending Potential Index	147	171	156
Food Away from Home: Total \$	\$27,833,078	\$137,244,097	\$464,462,614
Average Spent	\$5,330.99	\$6,255.71	\$5,757.49
Spending Potential Index	143	168	155
Health Care: Total \$	\$54,732,270	\$269,119,919	\$892,325,998
Average Spent	\$10,483.10	\$12,266.74	\$11,061.30
Spending Potential Index	142	167	150
HH Furnishings & Equipment: Total \$	\$23,103,092	\$114,450,911	\$380,484,185
Average Spent	\$4,425.03	\$5,216.78	\$4,716.49
Spending Potential Index	150	177	160
Personal Care Products & Services: Total \$	\$7,452,680	\$36,649,618	\$122,995,319
Average Spent	\$1,427.44	\$1,670.52	\$1,524.65
Spending Potential Index	149	175	159
Shelter: Total \$	\$198,133,287	\$974,238,807	\$3,263,961,220
Average Spent	\$37,949.30	\$44,406.71	\$40,460.16
Spending Potential Index	153	179	163
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$24,543,157	\$123,628,393	\$405,309,936
Average Spent	\$4,700.85	\$5,635.10	\$5,024.23
Spending Potential Index	150	180	161
Travel: Total \$	\$17,629,275	\$88,933,903	\$295,217,093
Average Spent	\$3,376.61	\$4,053.69	\$3,659.52
Spending Potential Index	150	180	163
Vehicle Maintenance & Repairs: Total \$	\$9,226,119	\$45,557,076	\$155,232,306
Average Spent	\$1,767.12	\$2,076.53	\$1,924.26
Spending Potential Index	135	158	147

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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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