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Demographics for 903 Morgantown Rd, Reading, PA 19607

| Population | 1-mi. | 3-mi. | 5-mi. |
|---|--------|--------|---------|
| 2009 Male Population | 2,449 | 47,783 | 87,562 |
| 2009 Female Population | 2,728 | 50,685 | 93,529 |
| % 2009 Male Population | 47.31% | 48.53% | 48.35% |
| % 2009 Female Population | 52.69% | 51.47% | 51.65% |
| 2009 Total Adult Population | 4,230 | 71,501 | 133,841 |
| 2009 Total Daytime Population | 4,710 | 92,630 | 169,588 |
| 2009 Total Daytime Work Population | 1,785 | 34,107 | 68,222 |
| 2009 Median Age Total Population | 38 | 33 | 34 |
| 2009 Median Age Adult Population | 45 | 42 | 43 |
| 2009 Age 0-5 | 318 | 9,146 | 15,830 |
| 2009 Age 6-13 | 421 | 12,289 | 21,485 |
| 2009 Age 14-17 | 208 | 5,531 | 9,936 |
| 2009 Age 18-20 | 345 | 4,132 | 8,238 |
| 2009 Age 21-24 | 268 | 5,712 | 9,594 |
| 2009 Age 25-29 | 363 | 7,447 | 12,423 |
| 2009 Age 30-34 | 372 | 6,999 | 12,401 |
| 2009 Age 35-39 | 359 | 7,001 | 12,890 |
| 2009 Age 40-44 | 333 | 6,639 | 12,868 |
| 2009 Age 45-49 | 324 | 6,119 | 12,002 |
| 2009 Age 50-54 | 327 | 5,516 | 10,978 |
| 2009 Age 55-59 | 263 | 4,502 | 8,951 |
| 2009 Age 60-64 | 223 | 3,433 | 6,940 |
| 2009 Age 65-69 | 230 | 3,164 | 6,273 |
| 2009 Age 70-74 | 226 | 3,115 | 6,190 |
| 2009 Age 75-79 | 232 | 2,945 | 5,671 |
| 2009 Age 80-84 | 192 | 2,416 | 4,376 |
| 2009 Age 85+ | 173 | 2,361 | 4,046 |
| % 2009 Age 0-5 | 6.14% | 9.29% | 8.74% |
| % 2009 Age 6-13 | 8.13% | 12.48% | 11.86% |
| % 2009 Age 14-17 | 4.02% | 5.62% | 5.49% |
| % 2009 Age 18-20 | 6.66% | 4.20% | 4.55% |
| % 2009 Age 21-24 | 5.18% | 5.80% | 5.30% |
| % 2009 Age 25-29 | 7.01% | 7.56% | 6.86% |
| % 2009 Age 30-34 | 7.19% | 7.11% | 6.85% |
| % 2009 Age 35-39 | 6.93% | 7.11% | 7.12% |
| % 2009 Age 40-44 | 6.43% | 6.74% | 7.11% |
| % 2009 Age 45-49 | 6.26% | 6.21% | 6.63% |
| % 2009 Age 50-54 | 6.32% | 5.60% | 6.06% |
| % 2009 Age 55-59 | 5.08% | 4.57% | 4.94% |
| % 2009 Age 60-64 | 4.31% | 3.49% | 3.83% |
| % 2009 Age 65-69 | 4.44% | 3.21% | 3.46% |
| % 2009 Age 70-74 | 4.37% | 3.16% | 3.42% |
| % 2009 Age 75-79 | 4.48% | 2.99% | 3.13% |
| % 2009 Age 80-84 | 3.71% | 2.45% | 2.42% |
| % 2009 Age 85+ | 3.34% | 2.40% | 2.23% |
| 2009 White Population | 4,569 | 64,456 | 134,738 |
| 2009 Black Population | 241 | 10,009 | 14,327 |
| 2009 Asian/Hawaiian/Pacific Islander | 86 | 1,974 | 3,854 |
| 2009 American Indian/Alaska Native | 14 | 472 | 646 |
| 2009 Other Population (Incl 2+ Races) | 266 | 21,556 | 27,527 |
| 2009 Hispanic Population | 474 | 35,356 | 45,750 |
| 2009 Non-Hispanic Population | 4,703 | 63,111 | 135,341 |
| % 2009 White Population | 88.27% | 65.46% | 74.40% |
| % 2009 Black Population | 4.66% | 10.16% | 7.91% |
| % 2009 Asian/Hawaiian/Pacific Islander | 1.66% | 2.00% | 2.13% |
| % 2009 American Indian/Alaska Native | 0.27% | 0.48% | 0.36% |
| % 2009 Other Population (Incl 2+ Races) | 5.14% | 21.89% | 15.20% |
| % 2009 Hispanic Population | 9.16% | 35.91% | 25.26% |
| % 2009 Non-Hispanic Population | 90.84% | 64.09% | 74.74% |
| 2000 Non-Hispanic White | 4,191 | 60,094 | 124,889 |
| 2000 Non-Hispanic Black | 132 | 7,422 | 9,677 |
| 2000 Non-Hispanic Amer Indian/Alaska Native | 16 | 289 | 374 |
| 2000 Non-Hispanic Asian | 40 | 1,385 | 2,555 |
| 2000 Non-Hispanic Hawaiian/Pacific Islander | 12 | 38 | 80 |

| Population | 1-mi. | 3-mi. | 5-mi. |
|---|--------------|--------------|--------------|
| 2000 Non-Hispanic Some Other Race | 2 | 166 | 216 |
| 2000 Non-Hispanic Two or More Races | 51 | 1,767 | 2,651 |
| % 2000 Non-Hispanic White | 94.31% | 84.45% | 88.93% |
| % 2000 Non-Hispanic Black | 2.97% | 10.43% | 6.89% |
| % 2000 Non-Hispanic Amer Indian/Alaska Native | 0.36% | 0.41% | 0.27% |
| % 2000 Non-Hispanic Asian | 0.90% | 1.95% | 1.82% |
| % 2000 Non-Hispanic Hawaiian/Pacific Islander | 0.27% | 0.05% | 0.06% |
| % 2000 Non-Hispanic Some Other Race | 0.05% | 0.23% | 0.15% |
| % 2000 Non-Hispanic Two or More Races | 1.15% | 2.48% | 1.89% |

| Population Change | 1-mi. | 3-mi. | 5-mi. |
|-------------------------------|--------------|--------------|--------------|
| Total Employees | n/a | n/a | n/a |
| Total Establishments | n/a | n/a | n/a |
| 2009 Total Population | 5,177 | 98,467 | 181,091 |
| 2009 Total Households | 2,068 | 38,993 | 71,549 |
| Population Change 1990-2009 | 421 | 4,059 | 19,083 |
| Household Change 1990-2009 | 175 | 554 | 6,464 |
| % Population Change 1990-2009 | 8.85% | 4.30% | 11.78% |
| % Household Change 1990-2009 | 9.24% | 1.44% | 9.93% |
| Population Change 2000-2009 | 475 | 348 | 7,960 |
| Household Change 2000-2009 | 189 | 532 | 3,676 |
| % Population Change 2000-2009 | 10.10% | 0.35% | 4.60% |
| % Households Change 2000-2009 | 10.06% | 1.38% | 5.42% |

| Housing | 1-mi. | 3-mi. | 5-mi. |
|--------------------------------------|--------------|--------------|--------------|
| 2000 Total Housing Units | 1,962 | 42,817 | 73,541 |
| 2000 Occupied Housing Units | 1,869 | 38,466 | 67,888 |
| 2000 Owner Occupied Housing Units | 1,605 | 22,124 | 44,331 |
| 2000 Renter Occupied Housing Units | 264 | 16,342 | 23,556 |
| 2000 Vacant Housing Units | 93 | 4,351 | 5,653 |
| % 2000 Occupied Housing Units | 95.26% | 89.84% | 92.31% |
| % 2000 Owner Occupied Housing Units | 81.80% | 51.67% | 60.28% |
| % 2000 Renter Occupied Housing Units | 13.46% | 38.17% | 32.03% |
| % 2000 Vacant Housing Units | 4.74% | 10.16% | 7.69% |

| Income | 1-mi. | 3-mi. | 5-mi. |
|---|--------------|--------------|--------------|
| 2009 Median Household Income | \$40,509 | \$38,684 | \$43,145 |
| 2009 Per Capita Income | \$20,722 | \$23,486 | \$25,072 |
| 2009 Average Household Income | \$51,874 | \$59,309 | \$63,457 |
| 2009 Household Income < \$10,000 | 186 | 3,869 | 5,687 |
| 2009 Household Income \$10,000-\$14,999 | 137 | 2,631 | 4,754 |
| 2009 Household Income \$15,000-\$19,999 | 225 | 2,882 | 4,942 |
| 2009 Household Income \$20,000-\$24,999 | 123 | 2,852 | 4,727 |
| 2009 Household Income \$25,000-\$29,999 | 150 | 2,782 | 4,468 |
| 2009 Household Income \$30,000-\$34,999 | 100 | 2,701 | 4,418 |
| 2009 Household Income \$35,000-\$39,999 | 98 | 2,416 | 4,075 |
| 2009 Household Income \$40,000-\$44,999 | 152 | 2,600 | 4,297 |
| 2009 Household Income \$45,000-\$49,999 | 166 | 2,235 | 4,301 |
| 2009 Household Income \$50,000-\$59,999 | 249 | 3,942 | 8,197 |
| 2009 Household Income \$60,000-\$74,999 | 285 | 4,055 | 9,537 |
| 2009 Household Income \$75,000-\$99,999 | 140 | 3,397 | 7,367 |
| 2009 Household Income \$100,000-\$124,999 | 42 | 1,222 | 2,371 |
| 2009 Household Income \$125,000-\$149,999 | 15 | 490 | 1,031 |
| 2009 Household Income \$150,000-\$199,999 | n/a | 440 | 700 |
| 2009 Household Income \$200,000-\$249,999 | n/a | 156 | 206 |
| 2009 Household Income \$250,000-\$499,999 | 1 | 313 | 458 |
| 2009 Household Income \$500,000+ | n/a | 12 | 13 |
| 2009 Household Income \$200,000+ | 1 | 480 | 678 |
| % 2009 Household Income < \$10,000 | 8.99% | 9.92% | 7.95% |
| % 2009 Household Income \$10,000-\$14,999 | 6.62% | 6.75% | 6.64% |
| % 2009 Household Income \$15,000-\$19,999 | 10.87% | 7.39% | 6.91% |
| % 2009 Household Income \$20,000-\$24,999 | 5.94% | 7.31% | 6.61% |
| % 2009 Household Income \$25,000-\$29,999 | 7.25% | 7.13% | 6.24% |
| % 2009 Household Income \$30,000-\$34,999 | 4.83% | 6.93% | 6.17% |
| % 2009 Household Income \$35,000-\$39,999 | 4.74% | 6.20% | 5.70% |
| % 2009 Household Income \$40,000-\$44,999 | 7.35% | 6.67% | 6.01% |
| % 2009 Household Income \$45,000-\$49,999 | 8.02% | 5.73% | 6.01% |
| % 2009 Household Income \$50,000-\$59,999 | 12.03% | 10.11% | 11.46% |
| % 2009 Household Income \$60,000-\$74,999 | 13.77% | 10.40% | 13.33% |
| % 2009 Household Income \$75,000-\$99,999 | 6.77% | 8.71% | 10.30% |
| % 2009 Household Income \$100,000-\$124,999 | 2.03% | 3.13% | 3.31% |
| % 2009 Household Income \$125,000-\$149,999 | 0.72% | 1.26% | 1.44% |
| % 2009 Household Income \$150,000-\$199,999 | 0.00% | 1.13% | 0.98% |

| Income | 1-mi. | 3-mi. | 5-mi. |
|---|--------------|--------------|--------------|
| % 2009 Household Income \$200,000-\$249,999 | 0.00% | 0.40% | 0.29% |
| % 2009 Household Income \$250,000-\$499,999 | 0.05% | 0.80% | 0.64% |
| % 2009 Household Income \$500,000+ | 0.00% | 0.03% | 0.02% |
| % 2009 Household Income \$200,000+ | 0.05% | 1.23% | 0.95% |

| Retail Sales Volume | 1-mi. | 3-mi. | 5-mi. |
|--|--------------|---------------|---------------|
| 2009 Children/Infants Clothing Stores | \$612,959 | \$13,927,436 | \$26,827,648 |
| 2009 Jewelry Stores | \$458,933 | \$10,421,444 | \$20,155,767 |
| 2009 Mens Clothing Stores | \$924,031 | \$21,689,881 | \$40,922,834 |
| 2009 Shoe Stores | \$872,855 | \$19,908,515 | \$37,664,680 |
| 2009 Womens Clothing Stores | \$1,726,453 | \$39,800,867 | \$74,150,553 |
| 2009 Automobile Dealers | \$13,138,807 | \$260,965,999 | \$503,209,840 |
| 2009 Automotive Parts/Acc/Repair Stores | \$1,479,949 | \$32,132,324 | \$61,296,084 |
| 2009 Other Motor Vehicle Dealers | \$425,113 | \$9,787,657 | \$18,498,442 |
| 2009 Tire Dealers | \$393,838 | \$8,494,843 | \$16,371,842 |
| 2009 Hardware Stores | \$179,648 | \$4,247,427 | \$7,982,860 |
| 2009 Home Centers | \$1,417,521 | \$28,902,611 | \$53,517,137 |
| 2009 Nursery/Garden Centers | \$415,329 | \$8,814,803 | \$17,119,338 |
| 2009 Outdoor Power Equipment Stores | \$200,733 | \$3,339,494 | \$6,489,854 |
| 2009 Paint/Wallpaper Stores | \$57,708 | \$1,115,611 | \$2,083,325 |
| 2009 Appliance/TV/Other Electronics Stores | \$1,038,031 | \$24,256,539 | \$46,208,342 |
| 2009 Camera/Photographic Supplies Stores | \$188,715 | \$4,122,635 | \$7,808,026 |
| 2009 Computer/Software Stores | \$599,957 | \$12,810,658 | \$24,094,678 |
| 2009 Beer/Wine/Liquor Stores | \$663,464 | \$15,232,001 | \$29,146,602 |
| 2009 Convenience/Specialty Food Stores | \$1,666,740 | \$28,546,292 | \$54,204,239 |
| 2009 Restaurant Expenditures | \$7,193,868 | \$129,561,558 | \$253,977,721 |
| 2009 Supermarkets/Other Grocery excl Conv | \$8,334,074 | \$180,085,251 | \$340,995,699 |
| 2009 Furniture Stores | \$1,165,206 | \$25,395,433 | \$48,387,513 |
| 2009 Home Furnishings Stores | \$655,548 | \$15,895,815 | \$30,167,894 |
| 2009 Gen Merch/Appliance/Furniture Stores | \$10,197,011 | \$227,344,255 | \$430,659,052 |
| 2009 Gasoline Stations w/ Convenience Stores | \$6,407,617 | \$146,480,274 | \$271,908,171 |
| 2009 Other Gasoline Stations | \$4,740,876 | \$117,933,992 | \$217,703,946 |
| 2009 Department Stores excl Leased Depts | \$11,235,042 | \$251,600,790 | \$476,867,388 |
| 2009 General Merchandise Stores | \$9,031,807 | \$201,948,825 | \$382,271,540 |
| 2009 Other Health/Personal Care Stores | \$838,116 | \$17,088,677 | \$32,606,962 |
| 2009 Pharmacies/Drug Stores | \$4,039,734 | \$87,126,669 | \$164,848,249 |
| 2009 Pet/Pet Supplies Stores | \$591,720 | \$12,780,373 | \$23,925,085 |
| 2009 Book/Periodical/Music Stores | \$145,850 | \$5,025,879 | \$8,567,414 |
| 2009 Hobby/Toy/Game Stores | \$403,888 | \$6,076,100 | \$11,268,615 |
| 2009 Musical Instrument/Supplies Stores | \$110,468 | \$2,304,456 | \$4,424,957 |
| 2009 Sewing/Needlework/Piece Goods Stores | \$31,280 | \$871,888 | \$1,544,826 |
| 2009 Sporting Goods Stores | \$315,184 | \$11,860,924 | \$22,891,271 |
| 2009 Video Tape Stores - Retail | \$92,708 | \$2,039,210 | \$3,889,004 |