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## Demographics for 328 Penn Ave, West Reading, PA 19611

Population	1-mi.	3-mi.	5-mi.
2009 Male Population	10,512	59,903	93,309
2009 Female Population	11,449	64,233	99,579
% 2009 Male Population	47.87%	48.26%	48.37%
% 2009 Female Population	52.13%	51.74%	51.63%
2009 Total Adult Population	15,273	90,609	143,578
2009 Total Daytime Population	25,077	124,582	186,516
2009 Total Daytime Work Population	12,312	52,406	77,668
2009 Median Age Total Population	30	33	35
2009 Median Age Adult Population	41	43	44
2009 Age 0-5	2,266	11,605	16,355
2009 Age 6-13	3,077	15,026	22,406
2009 Age 14-17	1,344	6,896	10,550
2009 Age 18-20	930	6,282	8,622
2009 Age 21-24	1,351	7,283	10,037
2009 Age 25-29	1,690	8,887	13,100
2009 Age 30-34	1,563	8,528	13,021
2009 Age 35-39	1,571	8,522	13,749
2009 Age 40-44	1,420	8,173	13,691
2009 Age 45-49	1,224	7,429	12,774
2009 Age 50-54	1,092	6,836	11,585
2009 Age 55-59	900	5,677	9,576
2009 Age 60-64	701	4,485	7,707
2009 Age 65-69	636	4,168	7,007
2009 Age 70-74	588	4,212	7,024
2009 Age 75-79	582	4,001	6,367
2009 Age 80-84	486	3,144	4,831
2009 Age 85+	539	2,982	4,485
% 2009 Age 0-5	10.32%	9.35%	8.48%
% 2009 Age 6-13	14.01%	12.10%	11.62%
% 2009 Age 14-17	6.12%	5.56%	5.47%
% 2009 Age 18-20	4.23%	5.06%	4.47%
% 2009 Age 21-24	6.15%	5.87%	5.20%
% 2009 Age 25-29	7.70%	7.16%	6.79%
% 2009 Age 30-34	7.12%	6.87%	6.75%
% 2009 Age 35-39	7.15%	6.87%	7.13%
% 2009 Age 40-44	6.47%	6.58%	7.10%
% 2009 Age 45-49	5.57%	5.98%	6.62%
% 2009 Age 50-54	4.97%	5.51%	6.01%
% 2009 Age 55-59	4.10%	4.57%	4.96%
% 2009 Age 60-64	3.19%	3.61%	4.00%
% 2009 Age 65-69	2.90%	3.36%	3.63%
% 2009 Age 70-74	2.68%	3.39%	3.64%
% 2009 Age 75-79	2.65%	3.22%	3.30%
% 2009 Age 80-84	2.21%	2.53%	2.50%
% 2009 Age 85+	2.45%	2.40%	2.33%
2009 White Population	11,000	82,388	145,622
2009 Black Population	3,829	12,457	14,558
2009 Asian/Hawaiian/Pacific Islander	379	2,738	3,992
2009 American Indian/Alaska Native	162	581	642
2009 Other Population (Incl 2+ Races)	6,591	25,973	28,073
2009 Hispanic Population	11,273	42,556	47,123
2009 Non-Hispanic Population	10,687	81,580	145,765
% 2009 White Population	50.09%	66.37%	75.50%
% 2009 Black Population	17.44%	10.03%	7.55%
% 2009 Asian/Hawaiian/Pacific Islander	1.73%	2.21%	2.07%
% 2009 American Indian/Alaska Native	0.74%	0.47%	0.33%
% 2009 Other Population (Incl 2+ Races)	30.01%	20.92%	14.55%
% 2009 Hispanic Population	51.33%	34.28%	24.43%
% 2009 Non-Hispanic Population	48.67%	65.72%	75.57%
2000 Non-Hispanic White	9,567	78,044	133,874
2000 Non-Hispanic Black	3,146	8,704	10,011
2000 Non-Hispanic Amer Indian/Alaska Native	74	317	418
2000 Non-Hispanic Asian	274	1,983	2,650
2000 Non-Hispanic Hawaiian/Pacific Islander	16	48	80

<b>Population</b>	<b>1-mi.</b>	<b>3-mi.</b>	<b>5-mi.</b>
2000 Non-Hispanic Some Other Race	24	165	204
2000 Non-Hispanic Two or More Races	501	2,217	2,643
% 2000 Non-Hispanic White	70.34%	85.31%	89.32%
% 2000 Non-Hispanic Black	23.13%	9.51%	6.68%
% 2000 Non-Hispanic Amer Indian/Alaska Native	0.54%	0.35%	0.28%
% 2000 Non-Hispanic Asian	2.01%	2.17%	1.77%
% 2000 Non-Hispanic Hawaiian/Pacific Islander	0.12%	0.05%	0.05%
% 2000 Non-Hispanic Some Other Race	0.18%	0.18%	0.14%
% 2000 Non-Hispanic Two or More Races	3.68%	2.42%	1.76%

<b>Population Change</b>	<b>1-mi.</b>	<b>3-mi.</b>	<b>5-mi.</b>
Total Employees	n/a	n/a	n/a
Total Establishments	n/a	n/a	n/a
2009 Total Population	21,961	124,136	192,888
2009 Total Households	7,977	48,665	76,418
Population Change 1990-2009	-844	5,292	22,882
Household Change 1990-2009	-599	566	8,023
% Population Change 1990-2009	-3.70%	4.45%	13.46%
% Household Change 1990-2009	-6.98%	1.18%	11.73%
Population Change 2000-2009	-1,082	1,337	9,793
Household Change 2000-2009	-398	962	4,438
% Population Change 2000-2009	-4.70%	1.09%	5.35%
% Households Change 2000-2009	-4.75%	2.02%	6.17%

<b>Housing</b>	<b>1-mi.</b>	<b>3-mi.</b>	<b>5-mi.</b>
2000 Total Housing Units	9,599	52,669	77,723
2000 Occupied Housing Units	8,396	47,707	71,941
2000 Owner Occupied Housing Units	3,796	28,733	47,465
2000 Renter Occupied Housing Units	4,600	18,974	24,476
2000 Vacant Housing Units	1,203	4,962	5,781
% 2000 Occupied Housing Units	87.47%	90.58%	92.56%
% 2000 Owner Occupied Housing Units	39.55%	54.55%	61.07%
% 2000 Renter Occupied Housing Units	47.92%	36.02%	31.49%
% 2000 Vacant Housing Units	12.53%	9.42%	7.44%

<b>Income</b>	<b>1-mi.</b>	<b>3-mi.</b>	<b>5-mi.</b>
2009 Median Household Income	\$31,268	\$37,159	\$42,831
2009 Per Capita Income	\$17,453	\$22,693	\$24,907
2009 Average Household Income	\$48,048	\$57,886	\$62,869
2009 Household Income < \$10,000	1,266	4,852	6,066
2009 Household Income \$10,000-\$14,999	666	3,623	5,127
2009 Household Income \$15,000-\$19,999	615	3,910	5,319
2009 Household Income \$20,000-\$24,999	647	3,634	5,006
2009 Household Income \$25,000-\$29,999	626	3,531	4,931
2009 Household Income \$30,000-\$34,999	668	3,396	4,812
2009 Household Income \$35,000-\$39,999	559	3,211	4,401
2009 Household Income \$40,000-\$44,999	542	3,333	4,499
2009 Household Income \$45,000-\$49,999	387	3,024	4,474
2009 Household Income \$50,000-\$59,999	690	4,911	8,533
2009 Household Income \$60,000-\$74,999	618	4,646	10,035
2009 Household Income \$75,000-\$99,999	389	3,643	8,192
2009 Household Income \$100,000-\$124,999	155	1,349	2,468
2009 Household Income \$125,000-\$149,999	53	600	1,064
2009 Household Income \$150,000-\$199,999	31	471	777
2009 Household Income \$200,000-\$249,999	31	166	222
2009 Household Income \$250,000-\$499,999	35	354	480
2009 Household Income \$500,000+	1	12	14
2009 Household Income \$200,000+	66	531	715
% 2009 Household Income < \$10,000	15.87%	9.97%	7.94%
% 2009 Household Income \$10,000-\$14,999	8.35%	7.44%	6.71%
% 2009 Household Income \$15,000-\$19,999	7.71%	8.03%	6.96%
% 2009 Household Income \$20,000-\$24,999	8.11%	7.47%	6.55%
% 2009 Household Income \$25,000-\$29,999	7.85%	7.26%	6.45%
% 2009 Household Income \$30,000-\$34,999	8.37%	6.98%	6.30%
% 2009 Household Income \$35,000-\$39,999	7.01%	6.60%	5.76%
% 2009 Household Income \$40,000-\$44,999	6.79%	6.85%	5.89%
% 2009 Household Income \$45,000-\$49,999	4.85%	6.21%	5.85%
% 2009 Household Income \$50,000-\$59,999	8.65%	10.09%	11.17%
% 2009 Household Income \$60,000-\$74,999	7.75%	9.55%	13.13%
% 2009 Household Income \$75,000-\$99,999	4.88%	7.49%	10.72%
% 2009 Household Income \$100,000-\$124,999	1.94%	2.77%	3.23%
% 2009 Household Income \$125,000-\$149,999	0.66%	1.23%	1.39%
% 2009 Household Income \$150,000-\$199,999	0.39%	0.97%	1.02%

<b>Income</b>	<b>1-mi.</b>	<b>3-mi.</b>	<b>5-mi.</b>
% 2009 Household Income \$200,000-\$249,999	0.39%	0.34%	0.29%
% 2009 Household Income \$250,000-\$499,999	0.44%	0.73%	0.63%
% 2009 Household Income \$500,000+	0.01%	0.02%	0.02%
% 2009 Household Income \$200,000+	0.83%	1.09%	0.94%

<b>Retail Sales Volume</b>	<b>1-mi.</b>	<b>3-mi.</b>	<b>5-mi.</b>
2009 Children/Infants Clothing Stores	\$2,513,217	\$16,778,928	\$28,167,228
2009 Jewelry Stores	\$1,915,075	\$12,553,637	\$21,114,804
2009 Mens Clothing Stores	\$4,153,516	\$26,218,387	\$42,915,778
2009 Shoe Stores	\$3,667,812	\$24,078,525	\$39,599,838
2009 Womens Clothing Stores	\$7,706,396	\$48,318,416	\$77,814,928
2009 Automobile Dealers	\$45,673,010	\$318,319,351	\$530,287,573
2009 Automotive Parts/Acc/Repair Stores	\$5,918,655	\$38,991,455	\$64,417,110
2009 Other Motor Vehicle Dealers	\$1,846,232	\$11,843,648	\$19,432,449
2009 Tire Dealers	\$1,539,418	\$10,285,358	\$17,183,355
2009 Hardware Stores	\$738,067	\$5,140,371	\$8,573,024
2009 Home Centers	\$5,398,542	\$35,553,171	\$56,709,015
2009 Nursery/Garden Centers	\$1,583,159	\$10,672,735	\$17,972,004
2009 Outdoor Power Equipment Stores	\$555,177	\$4,147,737	\$6,883,445
2009 Paint/Wallpaper Stores	\$207,871	\$1,377,482	\$2,204,099
2009 Appliance/TV/Other Electronics Stores	\$4,522,388	\$29,238,983	\$48,436,959
2009 Camera/Photographic Supplies Stores	\$764,695	\$5,008,954	\$8,216,368
2009 Computer/Software Stores	\$2,381,956	\$15,618,026	\$25,362,763
2009 Beer/Wine/Liquor Stores	\$2,790,603	\$18,369,688	\$30,613,235
2009 Convenience/Specialty Food Stores	\$5,026,959	\$35,724,278	\$61,117,337
2009 Restaurant Expenditures	\$20,386,705	\$162,214,785	\$282,818,698
2009 Supermarkets/Other Grocery excl Conv	\$33,247,165	\$219,000,193	\$358,968,612
2009 Furniture Stores	\$4,666,594	\$30,806,646	\$50,855,472
2009 Home Furnishings Stores	\$3,028,935	\$19,139,534	\$31,647,111
2009 Gen Merch/Appliance/Furniture Stores	\$42,491,989	\$275,688,792	\$452,508,595
2009 Gasoline Stations w/ Convenience Stores	\$28,945,835	\$178,530,267	\$289,374,742
2009 Other Gasoline Stations	\$23,918,881	\$142,806,000	\$228,257,422
2009 Department Stores excl Leased Depts	\$47,014,376	\$304,927,770	\$500,945,548
2009 General Merchandise Stores	\$37,825,394	\$244,882,147	\$401,653,124
2009 Other Health/Personal Care Stores	\$3,105,348	\$20,862,847	\$34,348,674
2009 Pharmacies/Drug Stores	\$16,214,581	\$106,027,432	\$173,484,364
2009 Pet/Pet Supplies Stores	\$2,377,408	\$15,578,597	\$25,206,868
2009 Book/Periodical/Music Stores	\$1,214,977	\$6,066,646	\$8,871,216
2009 Hobby/Toy/Game Stores	\$1,088,303	\$7,744,129	\$12,062,131
2009 Musical Instrument/Supplies Stores	\$411,700	\$2,800,485	\$4,655,274
2009 Sewing/Needlework/Piece Goods Stores	\$192,099	\$1,057,680	\$1,616,508
2009 Sporting Goods Stores	\$2,300,955	\$13,781,399	\$23,788,020
2009 Video Tape Stores - Retail	\$374,135	\$2,470,773	\$4,086,156

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