

FULL DEMOGRAPHIC PROFILE

1990 - 2000 Census, 2003 Estimates & 2008 Projections

Calculated using proportional block groups

Prepared By Michael Salove Company



Lat/Lon: 40.08651/-75.38609

October 2005

RF1

King of Prussia Mall Route 202 & Mall Boulevard King of Prussia, PA		3.00 mi radius	5.00 mi radius	7.00 mi radius	10.00 mi radius
POPULATION	2003 Estimated Population	59,211	174,782	279,853	574,752
	2008 Projected Population	61,640	181,734	291,788	593,558
	2000 Census Population	57,714	170,499	272,338	562,993
	1990 Census Population	55,294	163,634	258,220	529,777
	Historical Annual Growth 1990 to 2003	0.5%	0.5%	0.6%	0.7%
	Projected Annual Growth 2003 to 2008	0.8%	0.8%	0.9%	0.7%
HOUSEHOLDS	2003 Est. Households	24,463	69,129	108,977	222,459
	2008 Proj. Households	25,820	72,810	115,008	232,555
	2000 Census Households	23,637	66,895	105,252	216,247
	1990 Census Households	22,023	63,500	98,043	199,980
	Historical Annual Growth 1990 to 2003	0.9%	0.7%	0.9%	0.9%
	Projected Annual Growth 2003 to 2008	1.1%	1.1%	1.1%	0.9%
AGE	2003 Est. Population 0 to 9 Years	11.4%	11.7%	11.6%	11.9%
	2003 Est. Population 10 to 19 Years	12.4%	13.4%	13.3%	13.1%
	2003 Est. Population 20 to 29 Years	14.7%	14.1%	13.1%	12.1%
	2003 Est. Population 30 to 44 Years	21.6%	21.6%	21.1%	21.4%
	2003 Est. Population 45 to 59 Years	20.8%	20.5%	21.1%	21.5%
	2003 Est. Population 60 to 74 Years	12.7%	12.0%	12.4%	12.0%
	2003 Est. Population 75 Years Plus	6.4%	6.9%	7.4%	8.0%
	2003 Est. Median Age	37.4	37.2	38.4	38.8
MARITAL STATUS & SEX	2003 Est. Male Population	48.6%	48.7%	48.2%	48.2%
	2003 Est. Female Population	51.4%	51.3%	51.8%	51.8%
	2003 Est. Never Married	30.2%	30.6%	28.2%	26.9%
	2003 Est. Now Married	51.0%	48.6%	51.8%	53.1%
	2003 Est. Separated or Divorced	11.0%	12.9%	12.9%	13.1%
	2003 Est. Widowed	7.8%	7.9%	7.1%	6.9%
	2003 Est. HH Income \$200,000 or More		7.2%	8.7%	8.2%
INCOME	2003 Est. HH Income \$150,000 to 199,999	6.3%	5.6%	6.5%	6.4%
	2003 Est. HH Income \$100,000 to 149,999	15.5%	14.3%	15.6%	15.9%
	2003 Est. HH Income \$75,000 to 99,999	14.2%	13.6%	13.8%	14.0%
	2003 Est. HH Income \$50,000 to 74,999	19.9%	19.6%	18.9%	18.7%
	2003 Est. HH Income \$35,000 to 49,999	13.4%	13.5%	12.7%	13.0%
	2003 Est. HH Income \$25,000 to 34,999	8.6%	8.9%	8.3%	8.5%
	2003 Est. HH Income \$15,000 to 24,999	7.3%	8.2%	7.3%	7.2%
	2003 Est. HH Income \$0 to 14,999	7.4%	9.2%	8.2%	8.1%
	2003 Est. Average Household Income	\$ 88,551	\$ 88,299	\$ 97,880	\$ 95,780
	2003 Est. Median HH Income	\$ 72,196	\$ 68,562	\$ 73,717	\$ 72,553
	2003 Est. Per Capita Income	\$ 36,934	\$ 35,428	\$ 38,736	\$ 37,697
2003 Est. Number of Businesses	3,810	9,045	14,147	26,534	
2003 Est. Total Number of Employees	66,914	159,776	235,788	367,704	

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RACE	2003 Est. White Population	84.5%	82.6%	85.5%	87.4%
	2003 Est. Black Population	7.1%	10.2%	7.8%	6.9%
	2003 Est. Asian & Pacific Islander	5.7%	4.4%	4.5%	3.8%
	2003 Est. American Indian & Alaska Native	0.1%	0.1%	0.1%	0.1%
	2003 Est. Other Races Population	2.5%	2.7%	2.1%	1.8%
HISPANIC	2003 Est. Hispanic Population	1,940	6,617	8,074	12,993
	2003 Est. Hispanic Population Percent	3.3%	3.8%	2.9%	2.3%
	2008 Proj. Hispanic Population Percent	3.8%	4.4%	3.4%	2.7%
	2000 Hispanic Population Percent	2.9%	3.4%	2.6%	2.0%
EDUCATION (Adults 25 or Older)	2003 Est. Adult Population (25 Years or Older)	40,422	117,377	189,600	394,141
	2003 Est. Elementary (0 to 8)	2.0%	3.3%	2.9%	2.8%
	2003 Est. Some High School (9 to 11)	6.9%	9.1%	7.8%	7.6%
	2003 Est. High School Graduate (12)	22.7%	25.1%	23.4%	23.4%
	2003 Est. Some College (13 to 16)	14.2%	14.6%	14.8%	15.1%
	2003 Est. Associate Degree Only	5.4%	5.2%	5.2%	5.4%
	2003 Est. Bachelor Degree Only	29.3%	25.4%	26.6%	26.1%
	2003 Est. Graduate Degree	19.4%	17.3%	19.2%	19.6%
HOUSING	2003 Est. Total Housing Units	25,808	72,921	114,214	231,630
	2003 Est. Owner Occupied Percent	63.4%	63.5%	67.9%	70.7%
	2003 Est. Renter Occupied Percent	31.3%	31.3%	27.5%	25.3%
	2003 Est. Vacant Housing Percent	5.2%	5.2%	4.6%	4.0%
HOMES BUILT BY YEAR	2000 Homes Built 1999 to 2000		0.8%	1.4%	1.4%
	2000 Homes Built 1995 to 1998	3.5%	3.0%	3.7%	3.8%
	2000 Homes Built 1990 to 1994	3.1%	3.5%	4.1%	4.0%
	2000 Homes Built 1980 to 1989	9.6%	11.6%	11.8%	10.8%
	2000 Homes Built 1970 to 1979	17.1%	15.2%	15.8%	12.9%
	2000 Homes Built 1960 to 1969	20.6%	17.6%	17.5%	14.9%
	2000 Homes Built 1950 to 1959	21.4%	18.3%	19.2%	19.7%
	2000 Homes Built Before 1949	24.2%	30.1%	26.5%	32.4%
HOME VALUES	2000 Home Value \$1,000,000 or More	0.4%	1.3%	1.9%	1.3%
	2000 Home Value \$500,000 to \$999,999	4.5%	5.7%	7.0%	5.8%
	2000 Home Value \$400,000 to \$499,999	5.6%	4.1%	4.7%	4.1%
	2000 Home Value \$300,000 to \$399,999	11.2%	9.1%	9.8%	8.9%
	2000 Home Value \$200,000 to \$299,999	19.5%	17.2%	19.0%	19.7%
	2000 Home Value \$150,000 to \$199,999	23.3%	20.4%	22.8%	24.2%
	2000 Home Value \$100,000 to \$149,999	23.0%	24.7%	22.6%	22.7%
	2000 Home Value \$50,000 to \$99,999	11.5%	16.0%	10.9%	12.3%
	2000 Home Value \$25,000 to \$49,999	1.0%	1.3%	0.9%	0.8%
	2000 Home Value \$0 to \$24,999	0.2%	0.2%	0.2%	0.3%
	2000 Median Home Value	\$ 209,159	\$ 207,915	\$ 227,675	\$ 212,234
	2000 Median Rent	\$ 722	\$ 703	\$ 755	\$ 764

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LABOR FORCE	2003 Est. Labor: Population Age 16+	48,462	141,795	226,638	461,819
	2003 Est. Civilian Employed	65.4%	62.9%	62.4%	62.7%
	2003 Est. Civilian Unemployed	3.0%	3.3%	3.3%	3.2%
	2003 Est. in Armed Forces	0.1%	0.1%	0.0%	0.0%
	2003 Est. not in Labor Force	31.6%	33.8%	34.2%	34.1%
	2003 Labor Force: Males	48.1%	48.1%	47.5%	47.5%
	2003 Labor Force: Females	51.9%	51.9%	52.5%	52.5%
OCCUPATION	2000 Occupation: Population Age 16+	30,863	86,497	136,915	281,757
	2000 Mgmt, Business, & Financial Operations	21.1%	19.8%	20.3%	20.0%
	2000 Professional and Related	28.4%	26.7%	28.6%	30.2%
	2000 Service	9.6%	11.1%	10.3%	10.2%
	2000 Sales and Office	29.3%	28.7%	28.4%	27.7%
	2000 Farming, Fishing, and Forestry	0.1%	0.1%	0.1%	0.1%
	2000 Construction, Extraction, & Maintenance	4.6%	5.7%	5.3%	5.3%
	2000 Production, Transport, & Material Moving	6.9%	7.9%	7.0%	6.6%
	2000 Percent White Collar Workers	78.8%	75.2%	77.3%	77.8%
2000 Percent Blue Collar Workers	21.2%	24.8%	22.7%	22.2%	
TRANSPORTATION TO WORK	2000 Drive to Work Alone	77.1%	76.7%	77.8%	77.8%
	2000 Drive to Work in Carpool	8.2%	8.7%	7.8%	8.0%
	2000 Travel to Work by Public Transportation	6.0%	5.8%	5.4%	6.2%
	2000 Drive to Work on Motorcycle	0.0%	0.0%	0.0%	0.0%
	2000 Walk or Bicycle to Work	3.8%	4.2%	4.0%	3.4%
	2000 Other Means	0.6%	0.6%	0.6%	0.4%
	2000 Work at Home	4.3%	4.0%	4.4%	4.1%
TRAVEL TIME	2000 Travel to Work in 14 Minutes or Less	30.8%	29.5%	28.5%	25.6%
	2000 Travel to Work in 15 to 29 Minutes	35.0%	36.3%	35.3%	34.5%
	2000 Travel to Work in 30 to 59 Minutes	27.6%	27.9%	29.7%	33.2%
	2000 Travel to Work in 60 Minutes or More	6.6%	6.3%	6.6%	6.7%
	2000 Average Travel Time to Work	23.2	23.1	23.7	24.8
CONSUMER EXPENDITURE	2003 Est. Total Household Expenditure (in Millions)	\$ 1,543.6	\$ 4,302.8	\$ 7,289.3	\$ 14,690.1
	2003 Est. Apparel	\$ 84.0	\$ 234.3	\$ 396.2	\$ 798.0
	2003 Est. Contributions & Gifts	\$ 91.5	\$ 254.8	\$ 432.3	\$ 871.5
	2003 Est. Education & Reading	\$ 36.0	\$ 100.3	\$ 169.1	\$ 340.6
	2003 Est. Entertainment	\$ 79.9	\$ 222.6	\$ 377.4	\$ 760.5
	2003 Est. Food, Beverages & Tobacco	\$ 267.9	\$ 746.9	\$ 1,264.1	\$ 2,546.4
	2003 Est. Furnishings And Equipment	\$ 61.9	\$ 172.4	\$ 292.6	\$ 589.6
	2003 Est. Health Care & Insurance	\$ 117.3	\$ 326.7	\$ 553.0	\$ 1,113.1
	2003 Est. Household Operations & Shelter & Utilities	\$ 441.0	\$ 1,229.7	\$ 2,085.3	\$ 4,208.1
	2003 Est. Miscellaneous Expenses	\$ 17.8	\$ 49.4	\$ 83.6	\$ 168.4
	2003 Est. Personal Care	\$ 25.5	\$ 71.2	\$ 120.3	\$ 242.0
	2003 Est. Transportation	\$ 321.0	\$ 894.5	\$ 1,515.5	\$ 3,051.9

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